

Mid-Week Pictorial

"NEWS OF"

"PICTURES"

PUBLISHED WEEKLY
BY
THE NEW YORK TIMES
COMPANY

MARCH 3
1927

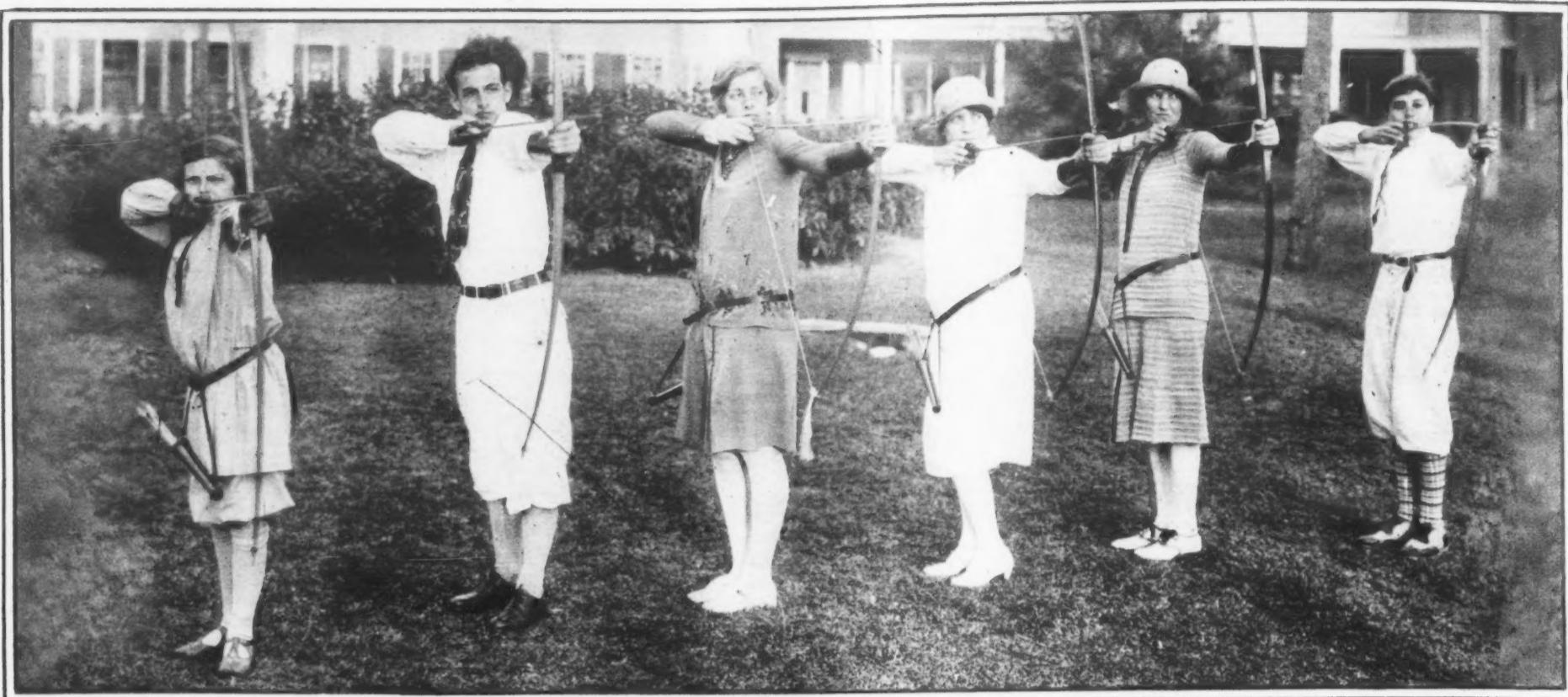
VOLUME XXVII No. 2

TEN
CENTS

CANADA
15 CENTS



Heralding the Coming of the Spring
(© H. Armstrong Roberts.)



BOWS AND ARROWS IN THE FLORIDA SUNSHINE: DEVOTEES OF ARCHERY
Practice at Ormond Beach. Left to Right: Miss Nancy Nimmons, Francis Mistrell, Miss Dorothy Johnston, Miss Grace Thomas, Mrs. Mortimer Day and Philip De Rande.
(Engelbrecht.)

Metropolitan Amusement Guide

GEORGE WHITE'S APOLLO THEATRE West 42 St.
Eves., 8:20 SHARP. POP. MAT. WEDNESDAY & SATURDAY, 2:20.

GEORGE WHITE'S SCANDALS

Ann Pennington, Harry Richman, McCarthy Sisters, Willie & Eugene Howard, Buster West & John Wells, Rose Perfect, Tom Patricola, Frances Williams, James Miller, the George White Ballet, others and 75 Beautiful Girls. SEATS AT BOX OFFICE 6 WEEKS IN ADVANCE.

PLYMOUTH THEATRE 45th Street, Eves. 8:30
W. of B'way. | Mats. 2:30
WINTHROP AMES' GILBERT AND SULLIVAN OPERA COMPANY
Mon., Tues., Wed., Fri., Sat. Eves. & Thursday & Saturday Mats.

The PIRATES of PENZANCE

THURSDAY EVENINGS ONLY IOLANTHE

NEW YORK'S TWO OUTSTANDING MUSICAL HITS
AT THE CASINO 39TH ST. AND B'WAY
THE MUSICAL THRILLER
DESERT SONG
WITH VIVIENNE SEGAL, ROBERT HALLIDAY,
EDDIE BUZZELL AND PEARL REGAY.
SUPERB CAST OF 150
EVENINGS AT 8:30—MATINEES WED. AND SAT.

AT THE AMBASSADOR 49TH ST.
ACE OF MUSICAL COMEDIES
QUEEN HIGH
WITH CHARLES RUGGLES, FRANK MCINTYRE
AND LUELLA GEAR AND 66 OTHERS.

The Finest in the World
ZIEGFELD THEATRE 6TH AVE. & 54TH ST.
MATS. THURS. & SAT.
RIO RITA
GAVE NEW YORK A GENUINE THRILL!
For the comfort of patrons only a limited number of standing room admissions sold nightly.

"SINNER"

The most sensational hit that ALLAN DINEHART and CLAIBORNE FOSTER ever had. Klaw Theatre, West 45th Street. Matinees Thursday and Saturday.

"FOG"

JOHN WILLARD'S MYSTERY THRILLER
By the author of "The Cat and Canary"
NATIONAL
West 41st St., Times Sq. Sub. Exit.
MATINEES WEDNESDAY & SATURDAY

SHUBERT THEATRE, W. 44th St. Eves. 8:30.
Matinees Wednesday and Saturday.
GENE BUCK presents **LEON ERROL** in
Humorous Melodious Beautiful Show!
SEATS at BOX OFFICE 8 WEEKS in ADVANCE
"YOURS TRULY"

THEATRE GUILD ACTING COMPANY IN
WEEK OF **THE SILVER CORD**
FEB. 28

WEEK OF **NED McCOBB'S DAUGHTER**
MARCH 7

JOHN GOLDEN Thea., 58th St., East of B'way. Eves. 8:30.
Matinees THURS. and SAT.

WEEK OF **THE BROTHERS KARAMAZOV**
FEB. 28

WEEK OF **PYGMALION**
MARCH 7

GUILD THEATRE 52nd St., W. of B'way. Eves. 8:15.
Matinees THURS. and SAT., 2:15.

DAVID BELASCO Presents
ULRIC AS LULU BELLE
By Edward Sheldon & Charles MacArthur
Supported by HENRY HULL and a CAST of DISTINCTION
2nd YEAR
BELASCO Theatre, W. 44 St. Eves. 8:30. Mats. Thurs. & Sat., 2:30

THE UTTERLY DIFFERENT MUSICAL COMEDY
A Dream of a Girl
Helen Ford In a Dream of a Show **PEGGY-ANN**
With LULU McCONNELL. Book by Herbert Fields. Music by Richard Rodgers. Lyrics by Lorenz Hart. Dances arranged by Seymour Felix.
VANDERBILT Theatre, West 48th Street. Eves. 8:30.
MATS. WEDNESDAY & SATURDAY, 2:30.

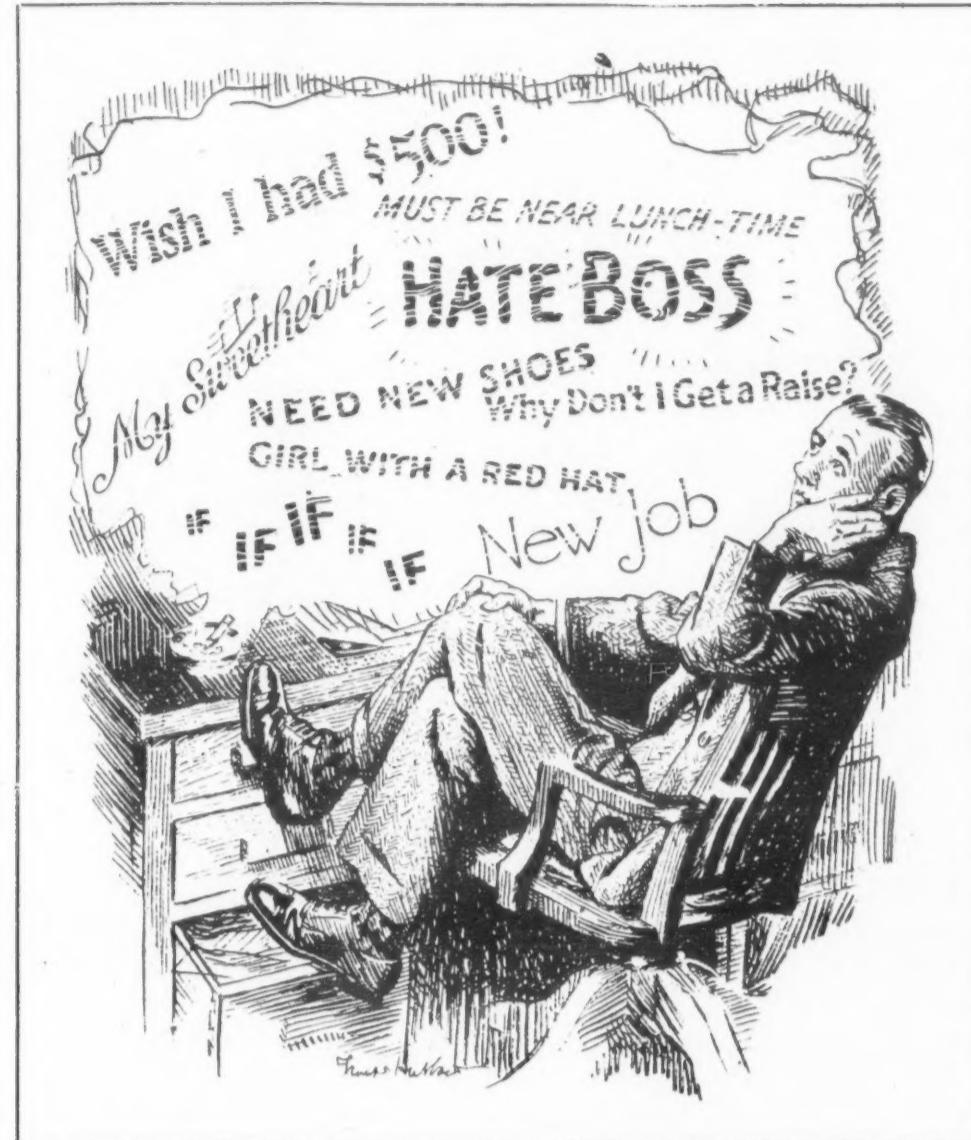
FEATURE MOTION PICTURES

WILLIAM FOX PRESENTS THE MOTION PICTURE
WHAT PRICE GLORY

SAM H. HARRIS
Theatre, 42d St.
West of B'way
Twice Daily
2:30-8:30
All Seats Reserved Sunday Matinee at 3.

WARNER BROS. present
John Barrymore in **"DON JUAN"**
and VITAPHONE presentations
WARNER THEATRE B'way at 52nd
Mat. Daily at 2:30
Evenings 8:30.

MID-WEEK PICTORIAL
Photographically Covers the Fields of the Theatre, Motion Pictures, Sports and News Events of Importance.
Introductory Offer—3 Months for \$1.00
Published by The New York Times Company, 229 West 43d Street, New York, N. Y.



Scatter-brained!

No wonder he never accomplishes anything worth while

HIS mind is a hodge-podge of half-baked ideas.

He thinks of a thousand "schemes" to make money quickly—but DOES nothing about ANY of them.

Thoughts flash into and out of his brain with the speed of lightning. New ideas rush in pell-mell, crowding out old ones before they have taken form or shape.

He is SCATTER-BRAINED.

His mind is like a powerful automobile running wild—destroying his hopes, his dreams, his POSSIBILITIES!

He wonders why he does not get ahead. He cannot understand why others, with less ability, pass him in the prosperity parade.

He pitied himself, excuses himself, sympathizes with himself.

And the great tragedy is that he has every quality that leads to success—intelligence, originality, imagination, ambition.

His trouble is that he does not know how to USE his brain.

His mental make-up needs an overhauling.

There are millions like him—failures, half-successes—slaves to those with BALANCED, ORDERED MINDS.

It is a known fact that most of us use only one-tenth of our brain power. The other nine-tenths is dissipated into thousands of fragmentary thoughts, in day dreaming, in wishing.

We are paid for ONE-TENTH of what we possess because that is all we USE. We are hundred horse-power motors delivering only TEN horse-power.

What can we do about it?

The reason most people fall miserably below what they dream of attaining in life is that certain mental faculties in them BECOME ABSOLUTELY ATROPHIED THROUGH DISUSE, just as a muscle often does.

If, for instance, you lay for a year in bed, you would sink to the ground when you arose, your

leg muscles, UNUSED FOR SO LONG, could not support you.

It is no different with those rare mental faculties which you envy others for possessing. You actually DO possess them, but they are ALMOST ATROPHIED, like unused muscles, simply because they are faculties you seldom, if ever, USE.

Be honest with yourself. You know in your heart that you have failed, failed miserably, to attain what you once dreamed of.

Was that fine ambition unattainable? OR WAS THERE JUST SOMETHING WRONG WITH YOU. Analyze yourself, and you will see that at bottom THERE WAS A WEAKNESS SOMEWHERE IN YOU.

What WAS the matter with you?

Find out by means of Pelmanism; then develop the particular mental faculty that you lack. You CAN develop it easily; Pelmanism will show you just how; 600,000 Pelmanists, MANY OF WHOM WERE HELD BACK BY YOUR VERY PROBLEM, will tell you that this is true.

Among those who advocate Pelmanism are: T. P. O'Connor, "Father of the House of Commons." The late Sir H. Rider Haggard, Famous Novelist. General Sir Robert Baden-Powell, Founder of the Boy Scout Movement. Judge Ben B. Lindsey, Founder of the Juvenile Court, Denver. Frank P. Walsh, Former Chairman of National War Labor Board. Jerome K. Jerome, Novelist. Gen. Sir Frederick Maurice, Director of Military Operations, Imperial General Staff. Admiral Lord Beresford, G.C.B., G.C.V.O. Sir Harry Lauder, Comedian. W. L. George, Author. Baroness Orczy, Author. Prince Charles of Sweden—and others of equal prominence too numerous to mention here.

Pelmanism is the science of applied psychology, which has swept the world with the force of a religion. It has awakened powers in individuals, all over the world, they did not DREAM they possessed.

A remarkable book called "Scientific Mind Training" has been written about Pelmanism. IT CAN BE OBTAINED FREE. Yet thousands of people who read this announcement and who NEED this book will not send for it. "It's no use," they will say. "It will do me no good," they will tell themselves. "It's all tommyrot," others will say.

But if they use their HEADS they will realize that people cannot be HELPED by tommyrot and that there MUST be something in Pelmanism, when it has such a record behind it, and when it is endorsed by the kind of people listed here.

If you are made of the stuff that isn't content to remain a slave—if you have taken your last whipping from life—if you have a spark of INDEPENDENCE left in your soul, write for this free book. It tells you what Pelmanism is, WHAT IT HAS DONE FOR OTHERS, and what it can do for you.

The first principle of YOUR success is to do something definite in your life. You cannot afford to remain undecided, vacillating, day-dreaming, for you will soon again sink into the mire of discouragement. Let Pelmanism help you FIND YOURSELF. Mail the coupon below now—while your resolve to DO SOMETHING ABOUT YOURSELF is strong.

THE PELMAN INSTITUTE OF AMERICA
Approved as a correspondence school under the laws of the State of New York

19 West 44th St. Suite 893 New York City

The Pelman Institute of America
19 West 44th St., Suite 893, New York City.

I want you to show me what Pelmanism has actually done for over 600,000 people. Please send me your free book, "Scientific Mind Training." This places me under no obligation whatever.

Name

Address

City..... State.....



Every week Mid-Week Pictorial brings to you in its more than 100 news pictures a panorama of the world's most interesting happenings. Well-written reviews and timely news comments keep you informed on important books, theatre premieres and prominent people.

Mid-Week Pictorial, published by The New York Times Company, is 10 cents at news stands everywhere. To subscribe, use the order form at the right.

MID-WEEK PICTORIAL

Published weekly by The New York Times Co., Times Square, New York, N. Y.

Send Mid-Week Pictorial to the address below. (Check your choice.)

- Four dollars is enclosed for the next fifty-two issues.
- Two dollars is enclosed for the next twenty-six issues.
- One dollar is enclosed for the next thirteen issues.

Name

Address

City State.....

MWP-3-3-27

How to Increase Your Vocabulary In Fifteen Minutes a Day

An adequate vocabulary with which to express his thoughts clearly, sharply, simply and convincingly, seems to be almost impossible of attainment by the average person. Listen to his conversation and read his letters, and you will find his words hackneyed, stale, trite and colorless. They do not excite, they do not impress, they do not sink into other people's minds.

Yet language is the most powerful tool we possess for getting ahead in life —no matter what our ambition may be. Every thought we have must be expressed in words. For every idea that we want to convey we must use words as the vehicle.

Every request we make, every argument we are attempting to "get over" must be carried into the other person's mind by means of words. How can we express our personalities, how can we make maximum sales, how can we impress subordinates or superiors with our ability, unless we use words effectively?

Words enable us to express our ability. How important it is then that we become masters of our language. You have seen hundreds of people held back because, although they had brilliant minds, they could not convey their ideas in a way that was convincing.

How many times have you seen individuals who did not have great minds, but whose command of language gave them the reputation of being brilliant.

Vocabulary building is a matter of habit. If you are constantly in an environment of culture and education you naturally will absorb a great many words and add them to your own vocabulary. This is the usual process, but it is slow. Or you may read widely, and study all the words whose meaning you do not understand until you find yourself using language that grips and awakens and thrills.

A new method at last

At last a new and startling method of increasing your vocabulary has been



Sherwin Cody

Sherwin Cody, perhaps the foremost teacher of English in the country, was educated as an engineer, and he applied scientific methods to the teaching of language. In various books and lessons he has taught over half a million people how to improve their English. This announcement explains his latest and greatest achievement.

No new idea has ever had a more thorough testing. More than fifty thousand individuals, in every walk of life, already have made use of this remarkable method. Leaders of industry and commerce, as well as aspiring young employees; society women, as well as their maids; ministers, physicians, lawyers, editors, teachers—in fact, men and women in every profession and every trade—have found themselves immeasurably benefited.

By the means of this method they have removed their unconscious errors; they have widened their vocabulary; they have eliminated the crudities that marred their speech and made it clumsy; their continual doubt as to the correctness or incorrectness of certain expressions, or of pronunciation, is gone. In a word, they now speak and write a better English—*habitually, without thought!*

discovered. Sherwin Cody, perhaps the country's foremost teacher of English, in 15 minutes a day, in your own spare time at home, teaches you how to increase your store of words, how to express your personality to its utmost possibilities, how to make your meaning clear and effective on every occasion, how to get the most out of your requests, your demands, your orders, your every thought.

Mr. Cody shows you how to build good will with words, how to make your stories more interesting, your speeches more stirring, how to eliminate the mistakes in English which may now be marring your language.

Mr. Cody, who has had nearly thirty years' experience in teaching English,

was granted a patent on his 100% Self-Correcting Device for eliminating mistakes in English. Mr. Cody's invention was tested thousands of times with pupils in schools, with stenographers, and with business executives. The results were so astonishing as to leave no room for doubt of its superiority over any other method in existence. Never before has it been so apparent how appallingly inadequate are the ordinary methods. Mr. Cody's idea, successfully worked out, actually creates correct habits, instead of teaching by rules which are quickly forgotten.

Already more than 50,000 individuals have taken his present course. They like the course because, first—it actually TEACHES. Students LEARN the correct use of English permanently.

Second, it involves no hard work. Third, it does not compel the student to memorize countless rules. Fourth, it does away with preparation of lengthy lessons. As the result of the scientific practice drills, your English improves with such rapid strides that you will be amazed. Everything you learn you apply unconsciously, without effort, to your daily use of language. Your bad habits of English are dropped automatically. Mr. Cody's method does not bother you with things you know, but only with things you do not know. His instruction is perhaps the greatest single advance in educational methods made in the last twenty-five years.

Whatever your position in life may be, if you are interested in increasing your vocabulary, if you wish to overcome your unconscious mistakes in one or all of the many-sided phases of English, if you are interested in improving your speech and writing, find out what Sherwin Cody's new method can do for you. A comprehensive booklet has been prepared which explains in detail all of the opportunities presented for you by Mr. Cody's home study course. A complete outline of this method is given, together with ample evidence that it is the only method now existing which actually does create correct habits of English in so short a time. Your simple request will bring this booklet by return mail. May we suggest that you write for it at once before this important matter slips your mind? Sherwin Cody School of English, 743 Searle Building, Rochester, N. Y.

**Sherwin Cody School of English,
743 Searle Building, Rochester, New York**

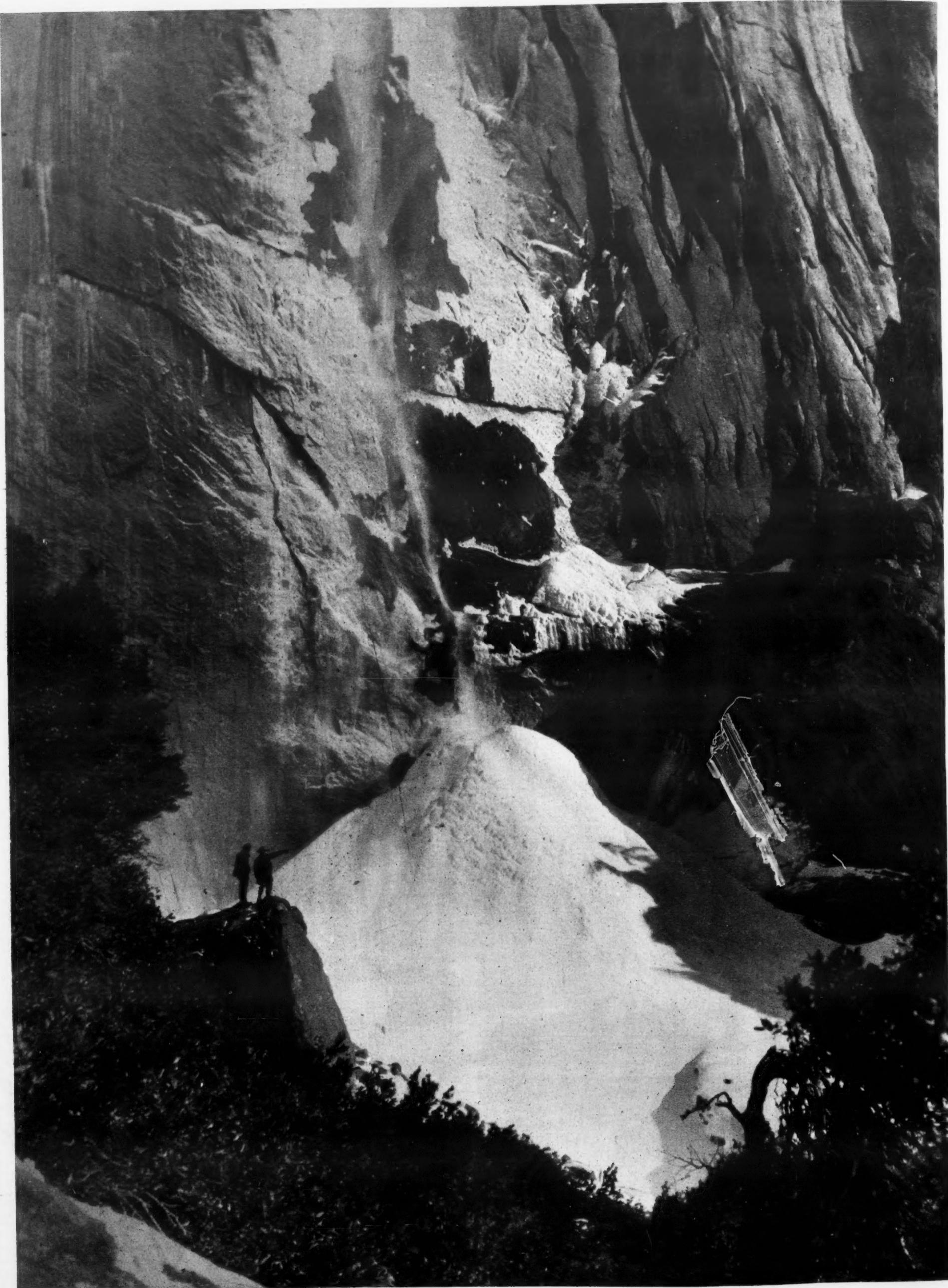
Please send me, without obligation on my part, your new free book, "How to Speak and Write Masterly English."

Name.....

Address.....

City.....

State.....



AT THE FOOT OF YOSEMITE FALLS: THE GREAT ICE CONE,
300 Feet High, Which Is Formed Each Year by Slabs of Ice Falling From the Top of the
Cliff. The Cone Usually Crumbles to Pieces About the First of April, Owing to the
Increased Volume of Yosemite Falls.
(Times Wide World Photos.)

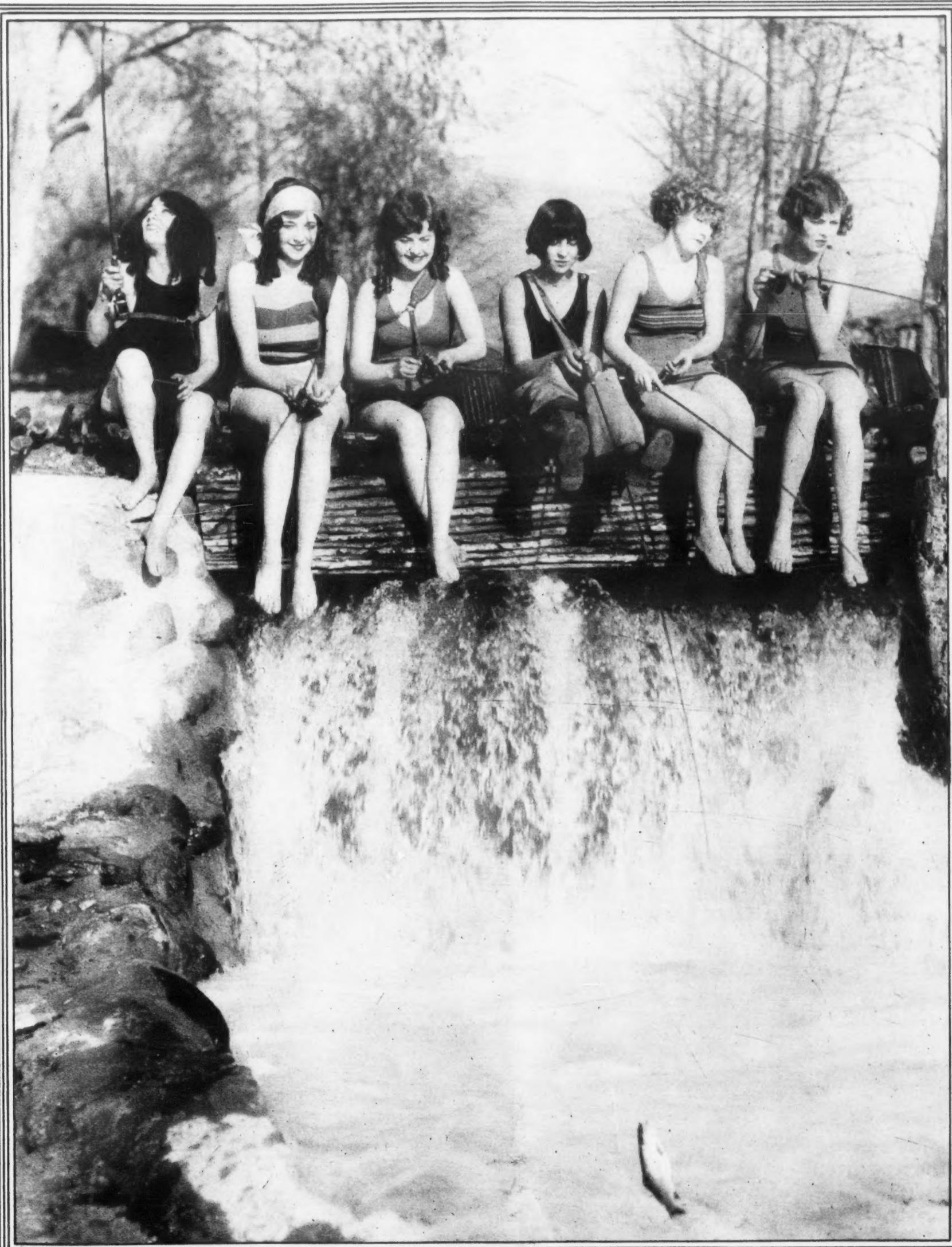
Mid-Week Pictorial

"A National Magazine of News Pictures"

VOL. XXV, NO. 2.

NEW YORK, MARCH 3, 1927.

PRICE TEN CENTS.



FISHING LINES AND FEET A-DANGLING: HALF A DOZEN OF THE FAIREST DAUGHTERS

of Los Angeles, Following the Recent Heavy Storm, Take Part in a Fishing Contest Held on the Preserve of the Rainbow Angling Club, Near Redlands, Cal.
(Times Wide World Photos.)

MAN OF THE WEEK



COMMANDER FRANCESCO DE PINEDO
(Times Wide World Photos.)

ADARING feat that stirred the interest of the world was that accomplished by Commander Francesco de Pinedo, the Italian aviator, when he recently flew over the Atlantic Ocean from Africa to Brazil, covering a distance of 1,432 miles. He had planned to make a non-stop flight from Cape Verde Islands to Port Natal. He hopped off from Port Canico at 1:10 o'clock in the morning and covered the long stretch to the Island of Fernando Noronha in about twelve hours. He circled the island and proceeded on to the Brazilian mainland. Heavy seas and unfavorable weather compelled him to return to Fernando Noronha, where he arrived three or four hours after he first passed over it.

Commander de Pinedo is on a four-continent aeronautical expedition "for the glory of Fascist Italy." He started from Cagliari, Sardinia, Feb. 14, and the same day reached Rabat, French Morocco, in a 1,000-mile hop. Next day he flew another 1,000 miles to Villa Cisneros, West Africa, and then to Bolama, Portuguese Guinea, from which place he planned to fly direct across the Southern Atlantic to Port Natal, Brazil. But this plan had to be abandoned because the plane refused to rise with the heavy load of fuel required for a non-stop transatlantic flight. In accordance with his changed plans, he flew to Dakar, French Senegal, and thence the 300 miles to the Cape Verde Islands.

The excitement produced in Italy by the exploit was remarkable. Word of the intrepid aviator's passage over Fernando Noronha was spread throughout the nation by special editions of the newspapers and bulletins posted on walls, columns and pillars. Crowds gathered in public squares, singing national hymns and holding aloft pictures of de Pinedo and his companions. Impromptu parades were started and flags and bunting were hung out from hundreds of houses, faces beamed and every man and woman seemed to express the feeling that de Pinedo's victory was the personal triumph of all Italians.

The long and anxious vigil for word from the Commander who remained for several days at the Cape Verde Islands increased the popular interest in his progress, and another circumstance which contributed strongly to the outpouring of emotionalism was the fact that the news provided the first excuse for abandoning for the moment Mussolini's admonition that the year 1927 must be one of quiet, stern discipline, devoted to work and achievement rather than celebrations.

The flight marks the eighth time that the Atlantic has been spanned by aviators, beginning in 1919.

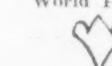


A NEW SOCIETY SPORT IN CALIFORNIA: COURSING BECOMES POPULAR Among the Younger Set, and the Picture Shows a Group of Swift Dogs About to Pursue Imitation Rabbits, Some of Which Are Electrically Operated, on the Baker Ranch, Near Los Angeles.
(Times Wide World Photos.)



A WIZARD OF ACOUSTICS: EMILE BERLINER

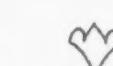
Demonstrates in the Assembly Room of the James F. Oyster School, Washington, D. C., His New Acoustic Plaster Which Enables the Audience in Any Room Equipped With the Plaster to Hear Distinctly a Great Deal That Has Heretofore Been Inaudible.
(Times Wide World Photos.)



A TAMER OF WILD BIRDS: WAYNE G. SPENCER of Danvers, Mass., and Two Wild Pheasants Which He Has Handled So Skilfully That Now They Refuse to Leave the Back Yard of the Spencer Home.
(Times Wide World Photos.)



LONG DISTANCE MUSIC: THE NEW ORTHOPHONIC VICTROLA, Developed by the Victor Talking Machine Company, Will Play for An Hour at a Stretch, Feeding Twelve Records to the Machine, With Stops of Less Than Half a Minute Between Records.
(Times Wide World Photos.)



WITH THE NEW BOOKS



MRS. E. M. DELAFIELD

JILL. By E. M. Delafield, New York: Harper & Brothers, \$2.

IT is a hectic phase of post-war English life that Mrs. Delafield portrays with irony, mingled with sympathy and understanding, in her latest offering, "Jill." But the author's picture of the times is kept strictly subordinate to a poignant and moving study of the soul of a girl set down in the feverish, whirling life of London society.

Jack Galbraith was one on whom the war had laid a heavy hand. He had borne himself well in the conflict, but, following its conclusion, found readjustment difficult. His small capital had been frittered away while he was seeking an occupation. His wife, Doreen, was a pretty but frivolous woman of the butterfly type—a clog to her husband instead of a helpmeet.

At a time when Jack and Doreen were at their wits' end to find the means of living they were invited to dinner by Jack's cousin, Oliver Galbraith, who with his wife, Cathie, lived in opulence and had the entrée to titled society. Here Jack succeeded in interesting Oliver in a business proposition, as a result of which the two went on a visit to the Cornish coast where they met Henry Maxted, the promoter of the project. There, too, they met Jill, the charming daughter of the woman with whom Maxted was living without benefit of clergy.

To such a woman, a growing daughter was embarrassing, and an arrangement was made whereby Jill was to live in Doreen's London household. Jill, though aware of her mother's character and prematurely wise in worldly knowledge, was yet singularly sweet and pure in spirit. Doreen and Jill got on poorly together but a strong liking existed on the part of the girl for Jack. She saw in him possibilities of redemption from the weakness and bewilderment by which he had been submerged and did her best to fire him with renewed ambition and self-respect.

Cathie in the meantime had been attracted by Jill, and when Doreen's treatment of the girl made life unbearable for her, took her into her own home. They proved mutually helpful to each other. Cathie toned down some of Jill's crudities and helped finish her education, both social and literary. Jill, on the other hand, deepened and enriched the life of Cathie who had no children of her own. But after a while Cathie was conscious of a slight feeling of resentment against the major part that Jill was unconsciously playing in the household, due to her greater strength of character. Then came the time when Jill was faced with a great problem that involved herself and Jack Galbraith. How she solved it is told in a way that keeps the reader enthralled.

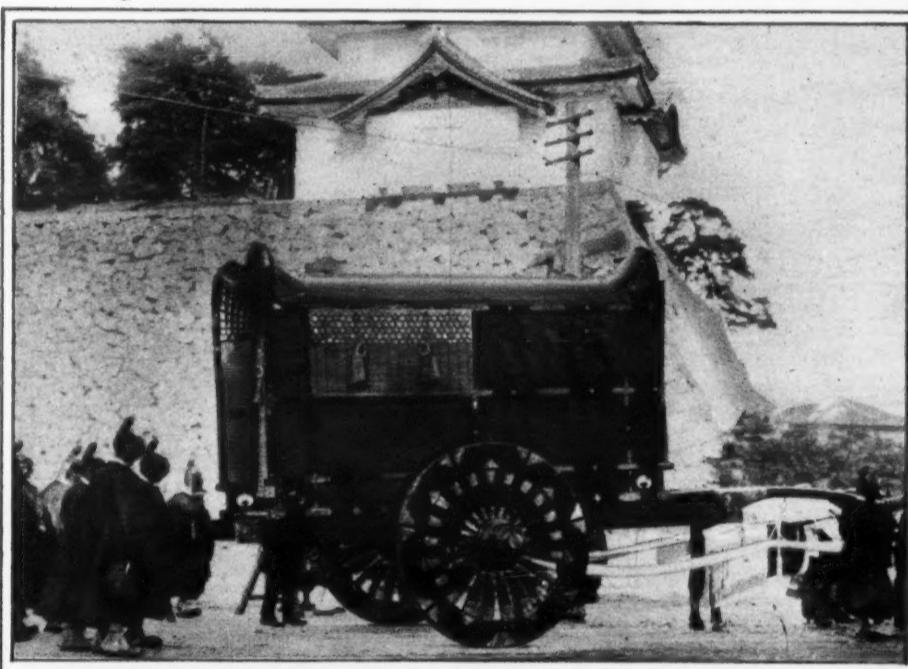
IMPRESSIVE RITES AS JAPAN'S LATE EMPEROR IS LAID TO REST



MIGHTY THRONGS MOURN

the Decease of Emperor Yoshihito, Who Was Succeeded on Dec. 25 by Hirohito as 124th Emperor of Japan, in
"the Line Unbroken for Ages Eternal."

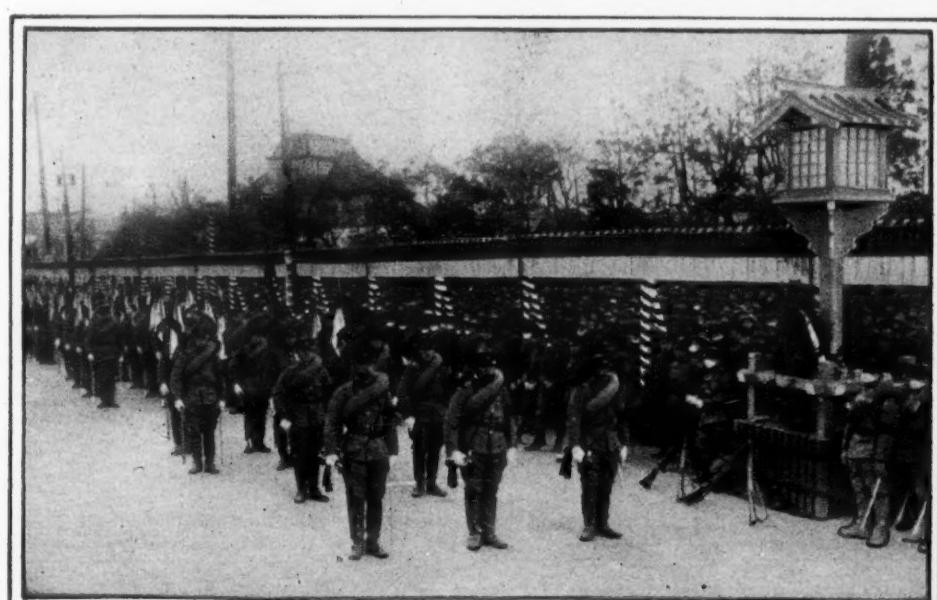
(Times Wide World Photos.)



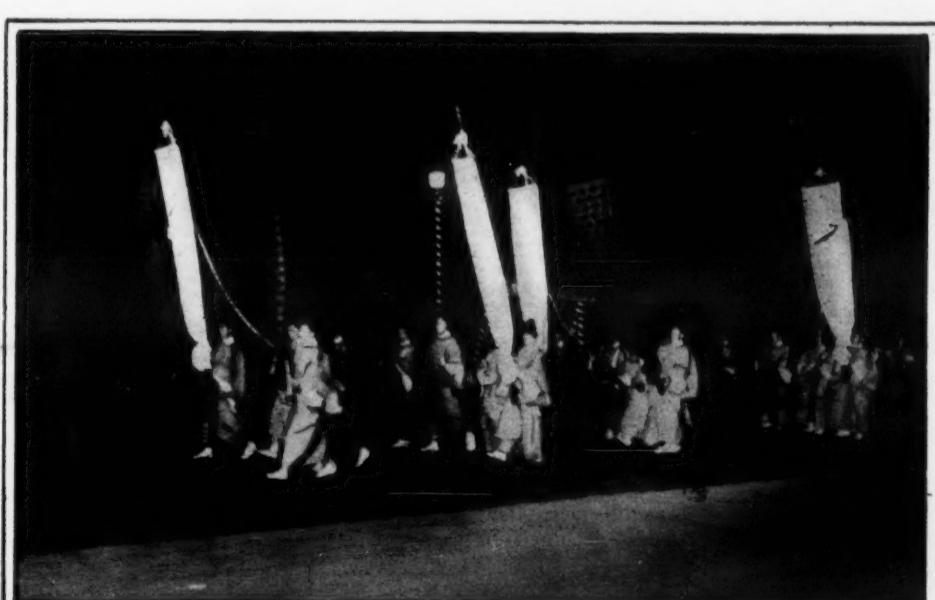
THE IMPERIAL FUNERAL CART: DRAWN BY BLACK AND WHITE OXEN,
This Ancient Cart Bore the Body of Yoshihito, 123d Emperor of Japan, From the
Imperial Palace to the Shinjuku Gardens, Where the Funeral Services
Were Held. (Times Wide World Photos.)



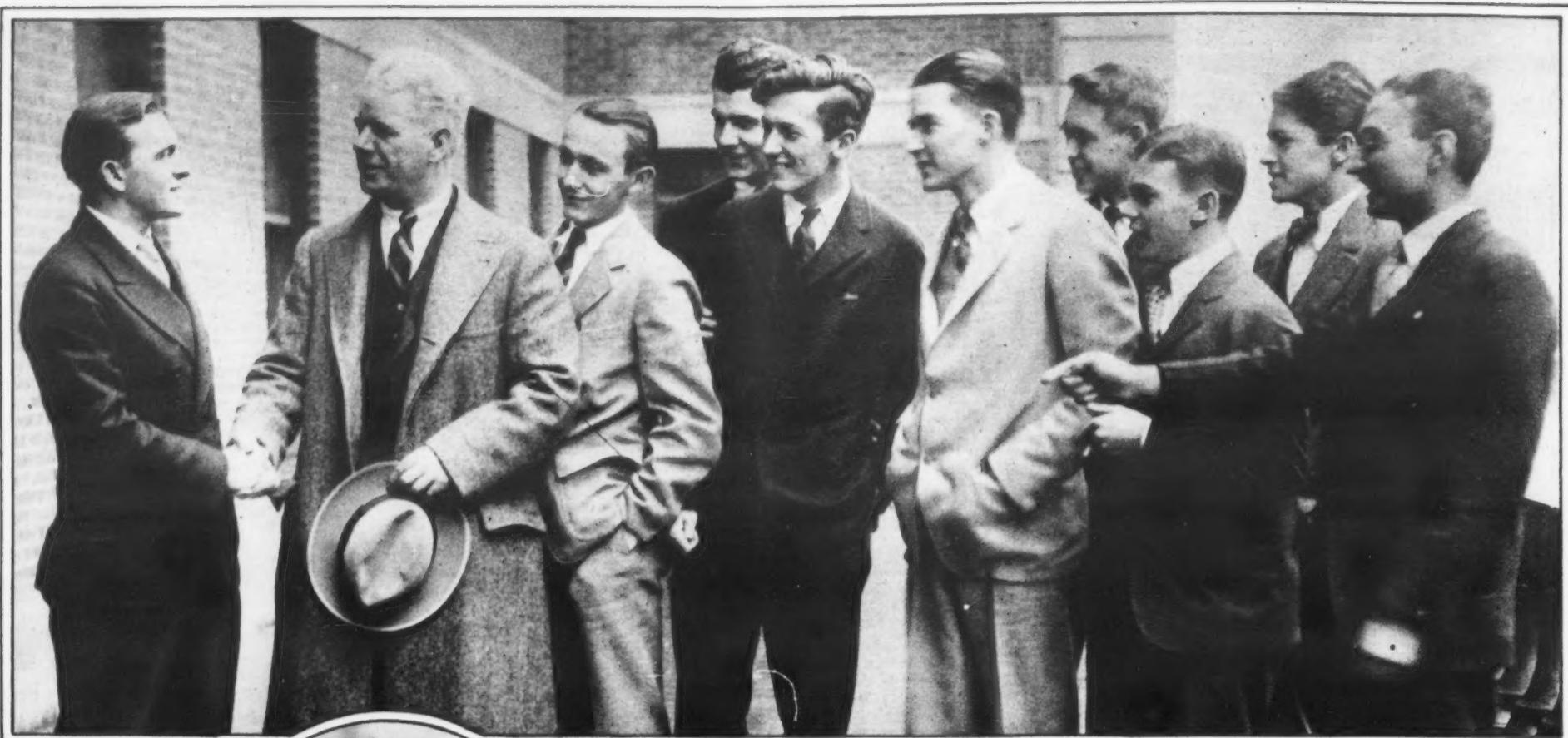
WHEN TOKIO BOWED ITS HEAD IN GRIEF: PART OF THE CROWD
at the Entrance of the Imperial Funeral Hall. More Than 1,500,000 Persons
Witnessed the Funeral Procession.
(Times Wide World Photos.)



PICKED JAPANESE TROOPS
Who Took Part in the Funeral Procession of
Emperor Yoshihito.
(Times Wide World Photos.)



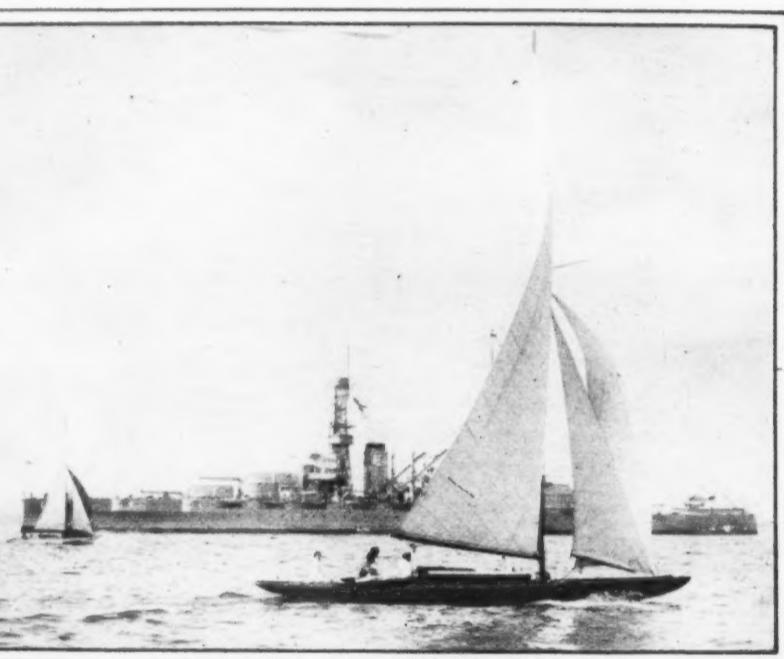
SYMBOLS OF AN EMPIRE'S MOURNING:
YELLOW AND WHITE BANNERS
Borne in the Funeral Procession of Yoshihito, Em-
peror of Japan, and, According to Tradition,
Descendant of the Sun-God.
(Times Wide World Photos.)



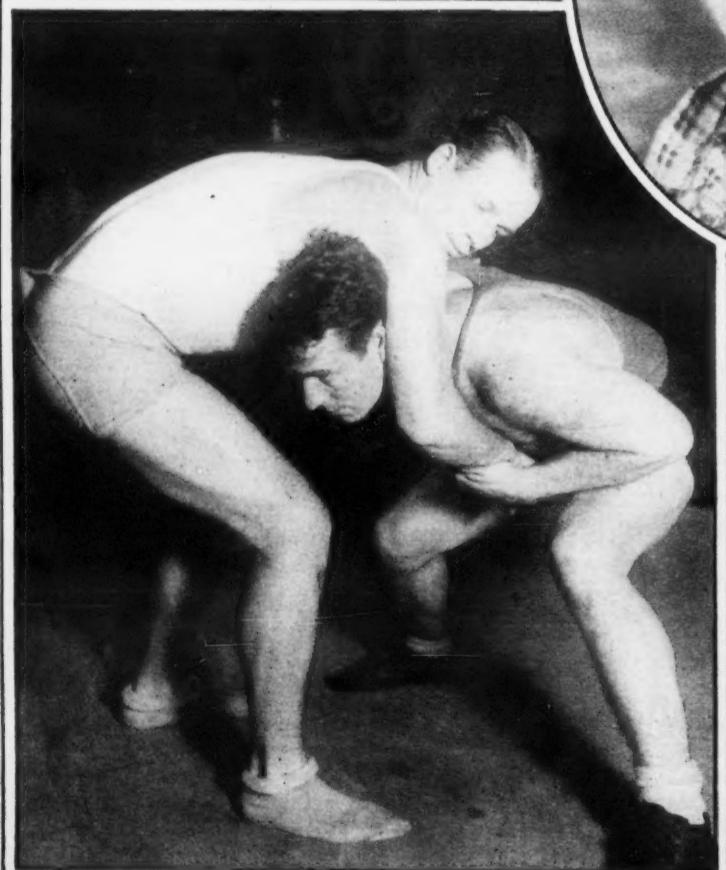
HONORED BY HIS FELLOW SENIORS AT COLUMBIA: JOHN LORCH of Cornwall-on-Hudson, N. Y. (Left) Was Voted the Man Who Had Done Most for His Class, the Most Reliable Man, the Man Who Had Done Most for Columbia, the Best Athlete, the Best All-Round Man, the Most Typical Columbia Man and the Man Most Likely to Succeed in Life.

FRESH
FROM THE
INCUBATOR:
THESE TINY
CHICKS

Delight the Heart
of Little Miss Fay
Barron. They Were
Among the Exhibits at
the Opening of the Must Hatch Incubator Com-
pany's Establishment at Petaluma, Cal.
(Times Wide World Photos.)



A BATTLESHIP BACKGROUND: ONE OF UNCLE SAM'S DREADNOUGHTS Looks On While the Pirate and the Patricia Clip Along Los Angeles Harbor During One of the "R" Boat Races Which Feature the Opening of the Yachting Season There.
(Times Wide World Photos.)



HEFTY TWINS: HAL AND DON MOREY of the New York A. C. Rowing Crew Engage in a Wrestling Bout. Besides Being Athletes, They Are Also Movie Actors.
(Times Wide World Photos.)

PRAISED
BY SCHU-
MANN-
HEINK:
ANNA
GOODMAN,
16, of Mari-
etta, Ga.,
Sang for the
Famous Diva
in Atlanta
and Was Told
That She
Could
Become a
Second Rosa
Ponselle.
Anna Is
Attending
High School.
(Times Wide
World Photos.)



PROUD TO WEAR THE LEGION'S INSIGNIA: SIX BEAUTIES Who Are Going to France Next September for the American Legion's Convention to Represent the Wives, Sisters, Sweethearts and Children of Veterans of the Great War. Left to Right: Miss Esther Rubush of London, Ind., Wearing Insignia of the Thirty-third Division; Miss Mary Tierney, Miss Dorothy Jeffries, Miss Helen Silcox, Miss Emma L. Kruege and Mrs. Cleenna K. Jones, All of Indianapolis and Representing the Thirtieth, Second, Forty-second, Thirty-sixth and Thirty-fourth Divisions, Respectively.
(Times Wide World Photos.)

Solving The Problem of Artistic Wall Coverings



OLD
PAINTED
PANELS
Are Used as
a Wall
Decoration
in a Dining
Room Hung
With Red
Damask.
(Tate & Hall,
Decorators.)



A CURIOUS
OLD CHINA
PLAQUE
Is Retained as
a Decoration
on the Soft
Green Wall of
the Living
Room of a
New York
House
Furnished
With Rich
Italian
Walnut.
(Tate & Hall,
Decorators.)

A FINE LANDSCAPE IN OILS,
Taken From Its Frame, Is Fastened With Molding on a Plain Wall, Giving the Effect of a Tapestry Panel.
(Watterson Lowe, Decorator.)

By Lillian Morgan Edgerton

HERE is great diversity of opinion as to what to do with wall space. Earlier in the history of homes in this country it was the custom to cover the walls as much as possible with one thing and another, especially with pictures. To have as many paintings, engravings, or, in the homes of the less affluent, even chromos as could be crowded into the area was an effect much to be desired. It was thought to create an impression of large possessions, and was regarded as contributing to a cheerful atmosphere within doors. In interiors that were furnished according to that idea whatever vacant spot was not fully occupied with pictures was likely to be filled with bric-à-brac, almost anything apparently rather than to have to live with a blank wall.

* * *

in surrounding walls. The ornamental wall paper, now done in scenic patterns of art value and much beauty, constitutes a subject of interest in itself and is important in the development of wall treatment, because with its vogue was broken the old stereotyped order of things and the way opened for other expressions of the same idea.

Like all matters relating to interior decoration, the greatest latitude is permissible, and to those who have the courage of their preferences the covering or decorating of a wall is an individual prerogative. It is still possible to find the right place for a picture—a land-

scape, a print, a family portrait, or whatever one wishes for companionship—in whatever place one chooses, and on any wall, whether it happens to be painted in a solid color or papered in an inconspicuous pattern. Apparently there is a psychology to be recognized in this, for there are interiors in which all traditions and rules are broken in the expression of personal taste, with a result that commands respect. Not every one possesses a gallery in which to house his pictures and objets d'art, and a compromise must sometimes be made in order to keep and enjoy them.

* * *

The fancy for Japanese prints and Oriental fabrics may have started the fashion of having upon the wall a bit of lovely stuff that may be seen thus to better advantage: a Paisley shawl, an old vestment, too fragile and faded to be used for any practical purpose; a priest's stole, fine needlework from the older countries, an early American sampler—any one of these is found to add to the appearance of walls in an otherwise commonplace chamber. It is a fortunate solution for many who, caring for only the best in art and unable to afford a tapestry or picture of large price, are able to beautify the walls of even a modest homeplace in a manner out of the ordinary. Occasionally one hears the opinion of a chatelaine who chooses the restfulness of plain, white, undisturbed wall expanse. But the ordinary individual feels otherwise upon the subject and finds that the problem requires a knowledge of values, taste, and a fine sense of proportion for its happy solution.



THE PORTRAIT OF A BEAUTIFUL ANCESTRESS
Is Happily Placed in an American House on White Walls Among Colonial
Mahogany Furnishings, Quaint Chintzes and Hooked Rugs.
(Tate & Hall, Decorators.)

Stars That Glitter in the Movie Firmament



DOLORES COSTELLO AND JASON ROBARDS

in "The Third Degree," a Warner Brothers Production.

WHEN John Barrymore's first United Artists picture, "The Beloved Rogue," opens, on March 5, at the Strand Theatre, New York, Mr. Barrymore, if he happens to be in town, will have the satisfaction of seeing his name in bright electric lights over three Broadway theatres.

"Don Juan" is still running gayly along at the Warner Theatre, as it has done since last Summer; "When a Man Loves" is at the Selwyn, with every prospect of duplicating or even beating the "Don Juan" run; and "The Beloved Rogue" will make it three.

The new picture, as previously announced, deals with the career of the medieval French poet-thief, François Villon.

* * *

Speaking of United Artists, there is a rumor that Syd Chaplin will pass under their management following the completion of his contract with Warner Brothers. Reports which may or may not be authentic have it that U. A. will pay him \$75,000 per picture and that he will make four pictures per year for them.

* * *

The great new Roxy Theatre in New York opens March 4. Its first attraction will be "Love of Sonya," starring Gloria Swanson. This will be held for two weeks, and will then be followed by Laura La Plante in "The Love Thrill."

* * *

Metro-Goldwyn-Mayer's plans for Marion Davies provide that as soon as "Tillie the Toiler" is completed she is to begin "Quality Street," a screen adaptation



'MID BRIGHT LIGHTS AND JAZZ: GILDA GRAY

and Tom Moore in "Cabaret," Soon to Be Released, in Which Gilda Is Starred.

of Sir James Barrie's very charming comedy, in which Maude Adams used to play. Conrad Nagel will have the leading male rôle.

Marion's latest release, "The Red Mill," is now being shown throughout the country. In New York it opened

at the Capitol Theatre for a week.

* * *

Tom Mix, who notoriously hates publicity, can now look forward to a whole month of his favorite kind of agony. The entire thirty-one days of March have been set aside by Fox as "Tom Mix Month." Gosh, how he must dread it!

* * *

Jack Renault and Tommy Loughran, two well-known worthies of the prizing, are appearing with Richard Dix in "Knockout Riley." Loughran, it is said, bears a sufficiently strong resemblance to Dix to enable him to double for the latter in the fight scenes.

As a matter of fact, Dix himself is a boxer of ability. It is seriously affirmed that no lesser authorities on the fighting game than Jimmy De Forest and Kid McPartland have declared that Dix, had he gone in for professional pugilism, would have had a good chance of winning the light-heavyweight championship of the world.

What one art loses another gains. Hollywood can't spare Richard now.

* * *

A very neat saving was effected by First National in connection with its production of "Babe Comes Home," starring Babe Ruth.

The picture, as a matter of course, features a baseball game. Instead of hiring extras, the Wrigley Field grand stand was thrown open to those members of the public who desired to see the Babe play ball. The result was a crowd of about 15,000.

STARS OF THE SILVER SCREEN



KEN MAYNARD.

FITTINGLY enough, Ken Maynard was born amid the great open spaces—Mission, Texas, being the scene of his nativity. He was educated first in Mission, then at a school in Columbus, Ind., and last of all at the Virginia Military Institute, from which he graduated with a degree in civil engineering.

But Ken didn't desire to be an engineer. What he loved first and foremost was horses; he had ridden since childhood, and his real ambition was to become the greatest trick rider and roper in the world. Therefore, instead of following the profession for which he had been formally trained, he joined a Wild West show, and spent the next few years traveling up and down the country perfecting himself in the arts connected with saddle, stirrups and lariat.

Came the war, as the movie subtitles have it, and a temporary interruption to Ken's riding career. He was commissioned Assistant Field Engineer in the United States Army and supervised the construction of Camp Knox. With the return of peace he went back to the tent shows and was one of the stars of Ringling Brothers-Barnum & Bailey from 1919 to 1922.

And then came the call of the camera. He was assigned the rôle of Paul Revere in "Janice Meredith." Paul was some rider, as is Ken. The circus phase of his career was over.

His first Western picture for First National was "Señor Daredevil." The latest is "Somewhere in Sonora."



DOROTHY REVIER,

Featured in "Wandering Girls" (Columbia).



DOUGLAS MACLEAN

in His New Picture, "Let It Rain" (Paramount).

Questions of General Interest Regarding Photoplays and Players Will Be Answered Gladly, Either in These Pages or by Mail, if Addressed to the Motion Picture Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.

A WONDERFUL MOVIE ENACTED BY SOUTHERN MOUNTAINEERS



By Mitchell Rawson

A VERY unique photoplay is now on exhibition at the Cameo Theatre, New York, under the auspices of Famous Players-Lasky. It is called "Stark Love," the scene is laid in the remote mountain fastnesses of North Carolina and the uniqueness of the picture lies in the fact that no single member of the cast has ever appeared in any other motion picture. Furthermore, the great majority of the players had never seen a motion picture, much less a movie camera, when Karl Brown appeared among them out of the "big settlements" and persuaded them to pose in scenes which, when fitted together and projected on a screen, make a most fascinating story.

The heroine of the picture, Helen Munday, is not a mountaineer. She is, I believe, a Knoxville girl, and just as much of an amateur as any of the rest of the actors, but she plays the part of a little mountain maiden with perfect naturalness and effectiveness. All the rest of the characters in "Stark Love" are natives of the scene in which the tale is set. For the most part they do for the camera just what they have been doing every day for their entire lives. They do not strut or gesticulate. They simply eat, drink, hoe corn, build fires and attend the annual "funeral meeting," which is the great social event of the region. Only three of the players do anything strictly dramatic. These are the heroine, played by Helen Munday; the hero, played by Forrest James, and the man who enacts the father of the hero, Silas Miracle. And there has been no better acting done in the movies these many moons than is done by these three.

The mountaineers, of course, come of the oldest American stock. For over a century they have been hidden away from the march of civilization. Old customs, old songs and turns of speech have been preserved among



A REMARKABLE THOUGH UNTUTORED ACTOR: SILAS MIRACLE, Genuine Mountaineer, Who Plays One of the Leading Roles in "Stark Love," as Seen by Fowler, the Caricaturist.

them; also a few of the antique virtues, such as the virtue of hospitality, in which they excel. They are quick on the trigger and they have little love for strangers, especially for strangers who look like revenue officers, but they are faithful to friends and they are excellent fighting material, as Sergeant Yorke and others demonstrated during the late war.

In producing "Stark Love" Karl Brown has achieved something distinctly worth while from every point of

A READY-MADE HUSBAND: THE MOUNTAIN GIRL

(Helen Munday) Learns That Her Father (Eb Grogan, Centre) Has Decided to Give Her to Warwick (Silas Miracle), the Father of Her Sweetheart.

view. The idea of the thing came to him four years ago when he was cameraman for James Cruze during the making of "The Covered Wagon" in Utah. Sons and daughters of the prairie who were enlisted for the purposes of that picture did so well that it occurred to Brown that even more striking results could be secured by utilizing the children of the Southern mountains in a story portrayed entirely by themselves.

The story of "Stark Love" is the story of a boy and a girl and of the boy's father. The boy is ambitious and goes away to the "settlements" to obtain, by the sale of his horse, the money to pay for his education. When he has the money he decides to return and give it to the girl so that she, instead of he, may go out into the world and obtain the "learnin'" that is a sealed book to those who stay in the mountains. But during his absence his mother has died and his father has selected the very girl whom he loves to replace her as head of the household. Her consent or refusal of it matters not at all. But the boy returns and the struggle between the two men is one of the most thrilling things that the present writer has ever seen in motion pictures. At last the boy and the girl win through and go out to the "settlements" together.

I understand that both Forrest James, who plays the boy, Rob Warwick, and Silas Miracle, who has the rôle of the father, were offered jobs in Hollywood and refused them. After seeing "Stark Love," one can well believe that the offer was made. The picture is the very stuff of life, which all actors are constantly trying to grasp and which so few of them attain.



THE LOVERS: HELEN MUNDAY AND FORREST JAMES as the Ambitious, Dreamy Youngsters of the Great Smoky Mountains.



THE CREATOR OF AN ARTISTIC TRIUMPH: KARL BROWN, Who Produced "Stark Love," Utilizing as Actors the Actual Inhabitants of the North Carolina Mountains.



FATHER AND SON: THE STRUGGLE FOR THE RIFLE Between the Rugged Mountain Farmer (Silas Miracle) and the Boy Rob Warwick (Forrest James).



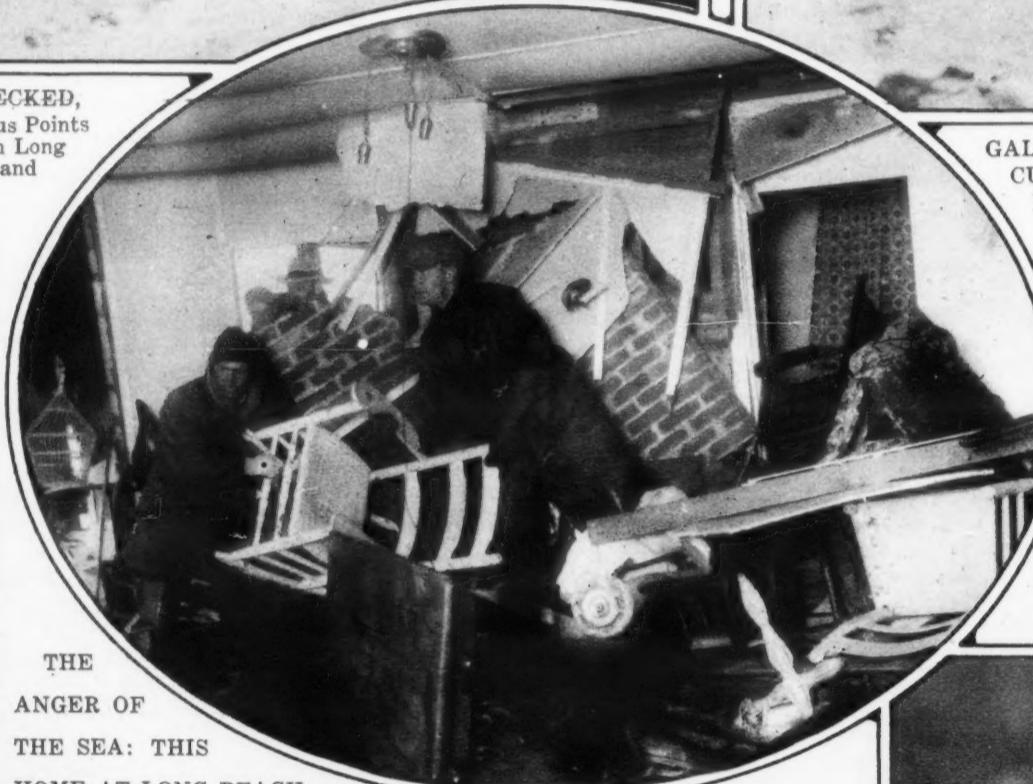
AT LONG BEACH: HOMES WERE WRECKED,
Piers, Boats and Boardwalks Swept Away at Various Points
Along the Coast During the Great Storm. Fourteen Long
Beach Houses and Bungalows Were Lifted Up and
Carried Seaward by the Flood.

(Times Wide World Photos.)



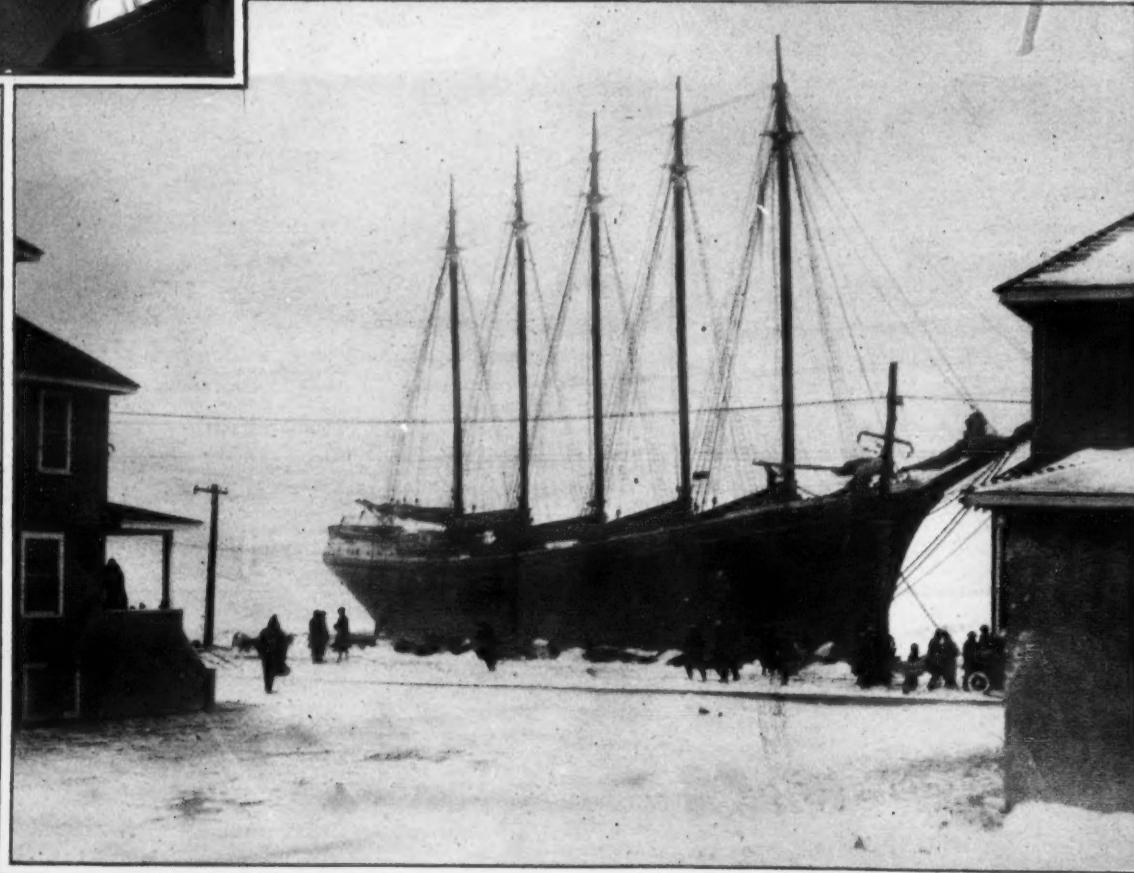
**HANDLES THE FORD
INCOME TAX CASE:**
ALEXANDER W.
GREGG,

28-Year-Old Solicitor in
the Office of the Com-
missioner of Internal
Revenue, Treasury De-
partment, Washington,
Represents the Govern-
ment in the Pending
Legal Struggle.
(Times Wide World
Photos.)



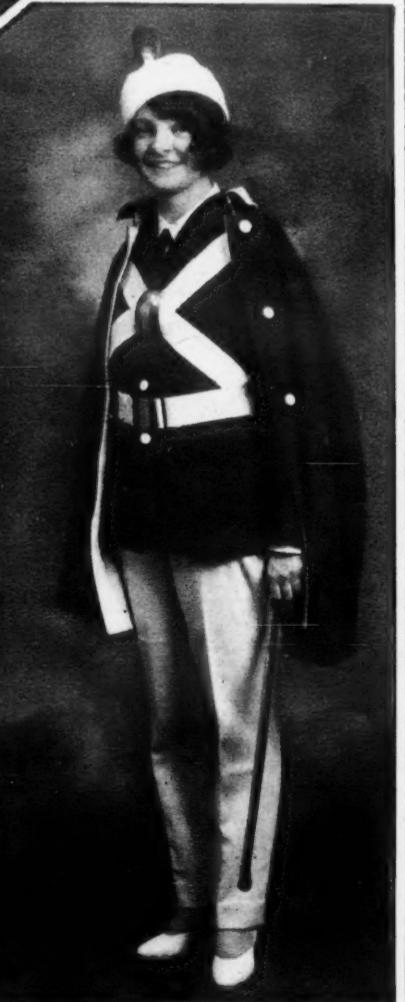
**THE
ANGER OF
THE SEA: THIS
HOME AT LONG BEACH,**
on Long Island, Bears Witness to the Intensity of the Storm Which Swept
the Coasts of New York and New Jersey.
(Times Wide World Photos.)

**GALLANTRY TO THE RES-
CUE: A YOUNG WOMAN
IS CARRIED ACROSS A
FLOODED CROSSING**
at South and Broad
Streets, New York, by
One of the "Finest,"
During the Great
Storm Which Struck
the Coasts of New
York and New Jersey.
At the Battery,
in New York City,
the Waves Rose Five
Feet Higher Than
Ever Before in Liv-
ing Memory.
(Times Wide World
Photos.)



**OUT OF HER ELE-
MENT: FIVE-MAST-
ED SCHOONER,
.NANCY,**

Driven Ashore by the
Gale at Nantasket,
Mass. The Crew Was
Rescued by Volunteers
Who Took Big Risks in
the Roaring Surf.
(Times Wide World
Photos.) ➤



**HONORARY COLONEL EVA
JEAN LESLIE,**
Elected to That Rank by the Cadets
of the University of South Dakota.
(Times Wide World Photos.)



A PERFECT BABY: MISS SHIRLEY ARLETTE FREDDEN, Aged 7 Months, Who Rates 100 Per Cent. on the Most Approved Scientific Tests, and Health Commissioner George Parrish of Los Angeles. The "Better Babies" Movement Is Making Great Headway in Southern California.

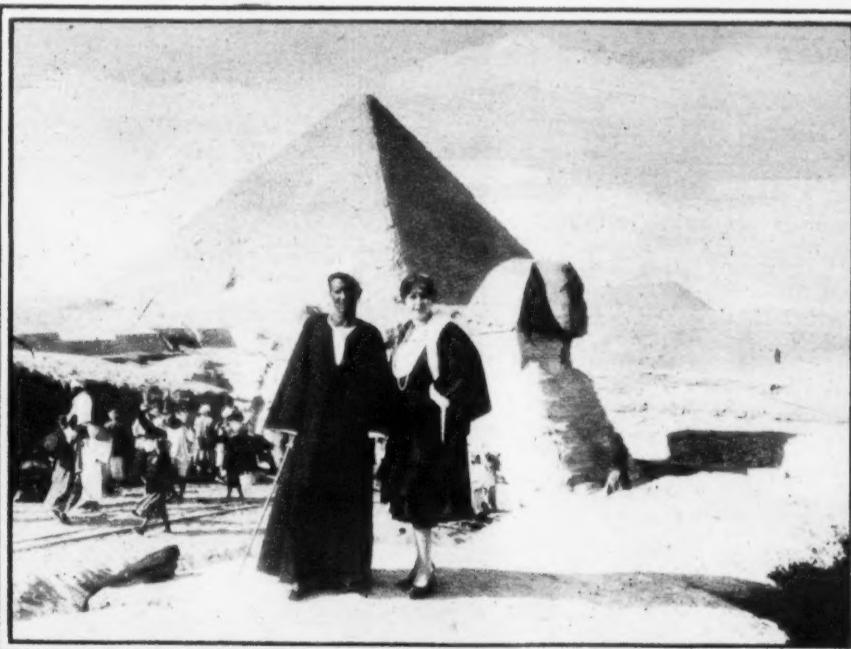
A HOME ON THE ROLLING DEEP:
SAILORS OF THE NAVY TRANSPORT HENDERSON
Going on Board at the Philadelphia Navy Yard Preparatory to the Henderson's Sailing for Newport, R. I., to Pick Up 800 Bluejackets and Take Them to Guantanamo. (Times Wide World Photos.)



THE FIRST CANADIAN MINISTER TO THE U. S. A. PRESENTS HIS CREDENTIALS: THE HON. VINCENT MASSEY

(Left), Arriving in Washington to Establish a Dominion Legation, Pays an Official Visit to Secretary Kellogg at the State Department.

(Times Wide World Photos.)



AN AMERICAN SINGER IN EGYPT: MADELEINE KELTIE of Boston Visits the Sphinx and the Pyramids With a Native Cicerone. (Times Wide World Photos.)

A CHAMPION RAT-CATCHER: DICK, Owned by J. A. Carpenter of Atlanta, Is One of a Breed of Cats That Grow to Be as Large as a Dog. He Is Being Held by Miss Genevieve Flowers of Atlanta. (Times Wide World Photos.)

ON THE DECK OF THE TRANSPORT HENDERSON: TI-TI, THE MASCOT of the Crew, Does the High Jump at the Bidding of Paul Craska, Master-at-Arms. (Times Wide World Photos.)





ARMY PACKS, OLD AND NEW STYLE: THE WEIGHT HAS BEEN CUT

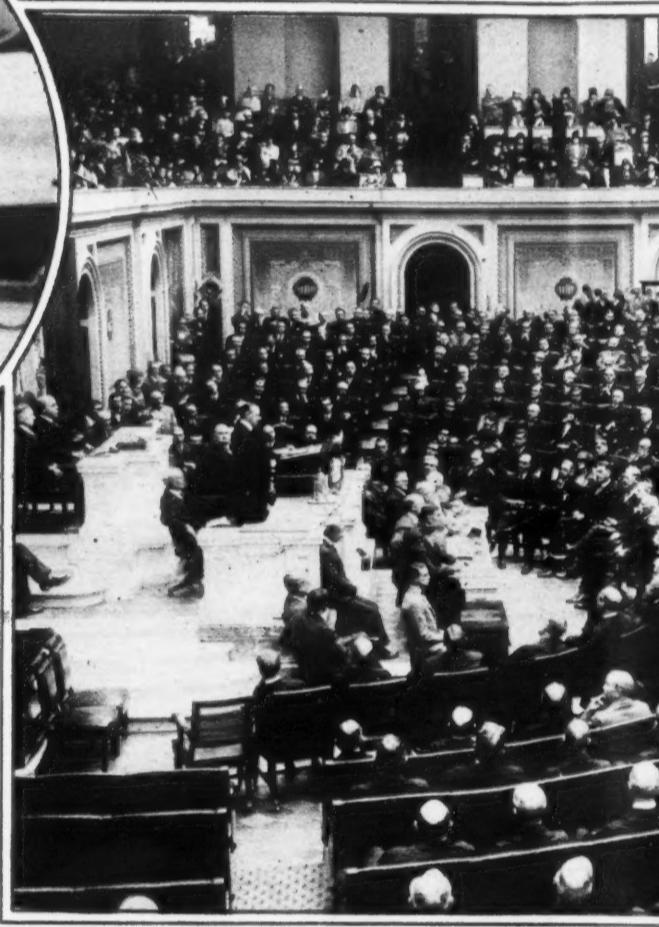
by the War Department From 79 to 51 Pounds. Sergeant James Laughlin (Left) Is Shown With the Old Heavy Pack, While Corporal LeRoy Nicholson Carries the New Light One.
(Times Wide World Photos.)



ON WASHINGTON'S BIRTHDAY: AN OLD-FASHIONED DANCE by Children of Society at the Governor's Ball at the White House. (Engelbrecht.)



BEAUTIES OF THE CALIFORNIA COAST: MISSSES ISABELLE TURTON AND CECILE VIGNE Seated Comfortably Aboard One of the Racing Craft at Balboa Beach.
(Times Wide World Photos.)



ON WASHINGTON'S BIRTHDAY: PRAYER at a Joint Session of the Senate and House of Representatives in an Address Which Went Forth by Radio to Millions of Land Continents.
(Times Wide World Photos.)



RHYTHMIC ROWING: TROMBONE AND SAXOPHONE Are Employed to Regulate the Stroke of the University of Pennsylvania Crews Out for Spring Practice on the Schuylkill.
(Times Wide World Photos.)

AT THE TOY FAIR: MISS ETHEL GUERARD of the Musical Comedy "Judy," Among Some of the Exhibits at the Annual Event in New York.
(Times Wide World Photos.)



A CIRCUS AT NEW YORK UNIVERSITY: THE LEAGUE OF WOMEN, One of the Student Organizations of the Institution, Gives a Show for the Benefit of Girls Attending the University.
(Times Wide World Photos.)



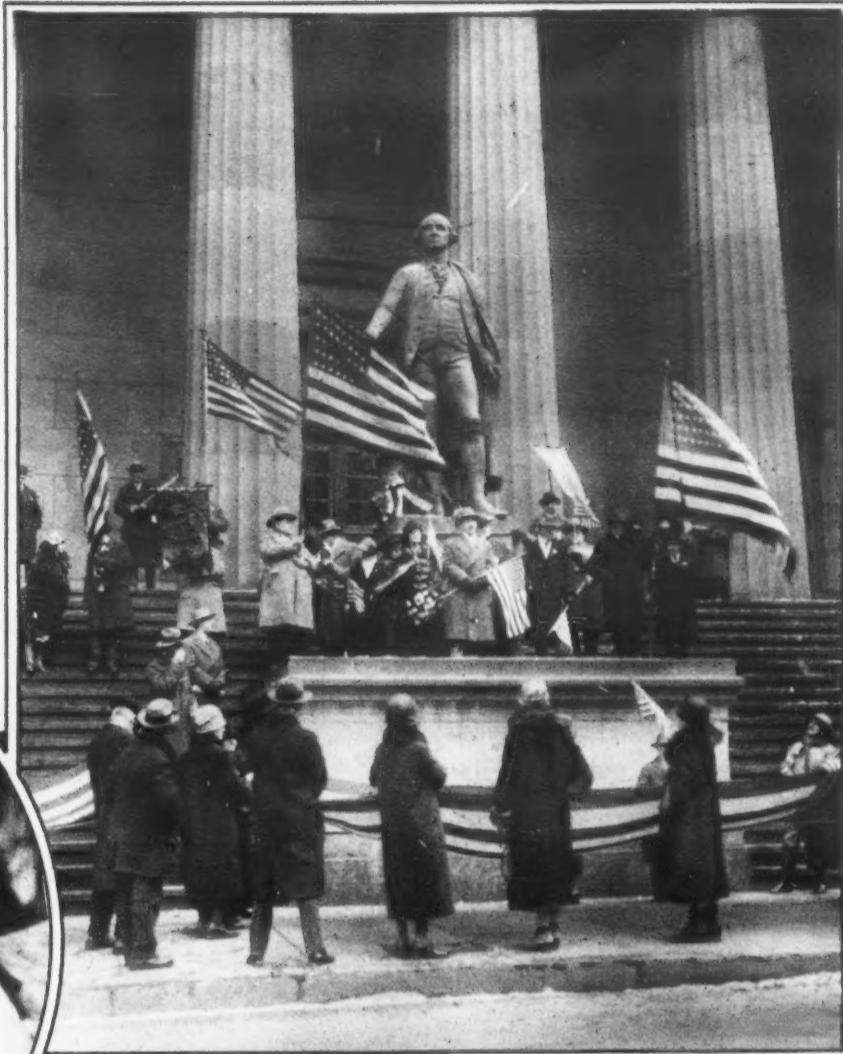
AN OLD-FASHIONED MINUET IS DANCED
at the Hotel Ormond's Ball at the Hotel Ormond, Ormond Beach, Fla.
(Engelbrecht.)



HDAY: PRESIDENT COOLIDGE
of Representatives Eulogized the Father of His Country
to Millions of Listeners, Not Only in America but in Other
continents.
(Times Wide World Photos.)

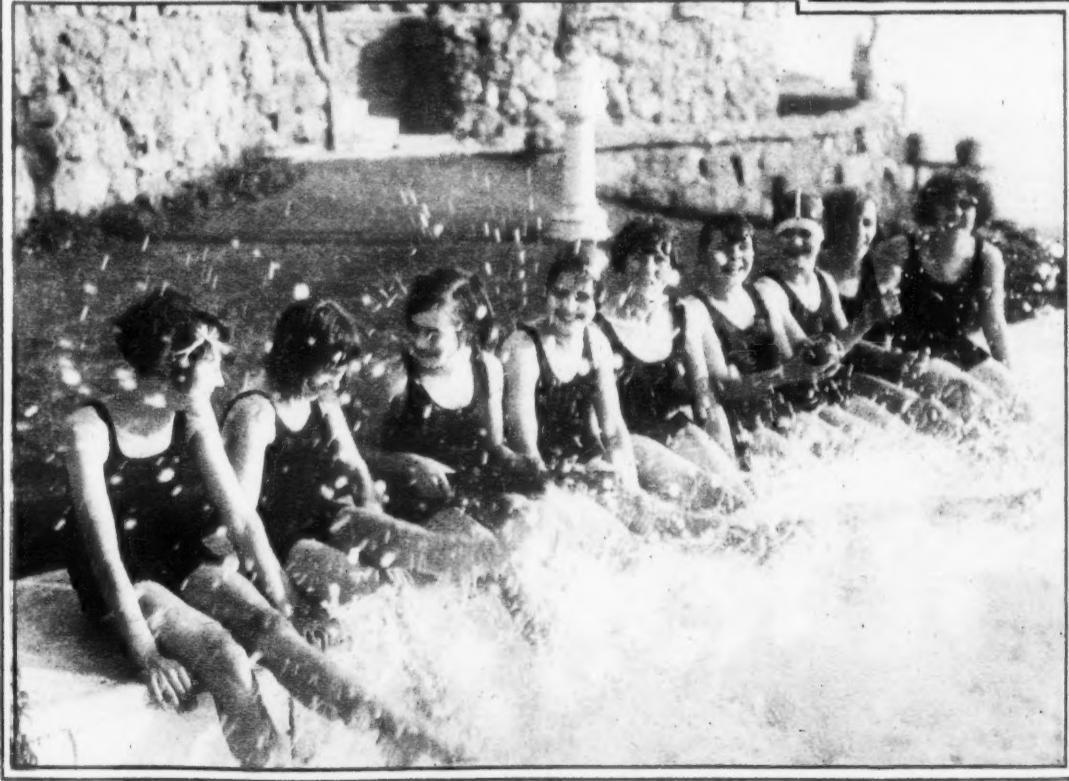


TAKES
THE NAME
OF HIS HORSE:
CARL REIN-
HARD SCHMIDT
of Oakland, Calif.,
Breeder of Pure
Arabian Horses,
Will Be Known
Henceforth as
Carl Reinhard
Raswan. He Has
Legally Changed
His Surname to
That of the Stallion
Shown With
Him in the Photo-
graph.
(Times Wide World
Photos.)



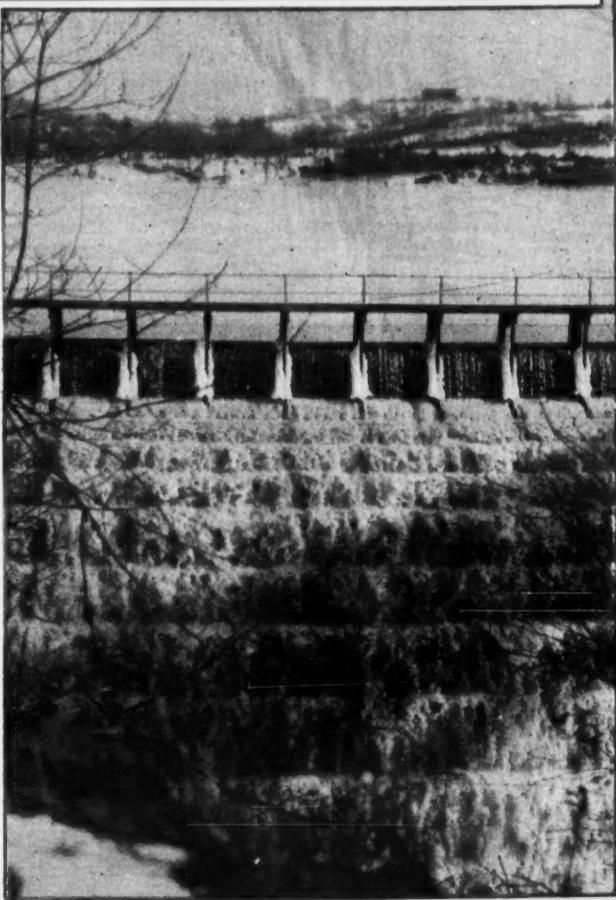
AT THE FEET OF WASHINGTON: SONS AND DAUGHTERS
OF THE AMERICAN REVOLUTION

Hold a Memorial Service on Feb. 22 on the Steps of the Sub-Treasury Building, Wall and Broad Streets, New York—the Spot Where Washington Took the Oath of Office as President of the United States.
(Times Wide World Photos.)



BATHING BEAUTIES AT PLAY: THESE CALIFORNIA GIRLS MAKE A BIG SPLASH
as They While the Carefree Hours Away on the Haggerty Estate, the Famous Showplace of
Southern California.
(Times Wide World Photos.)

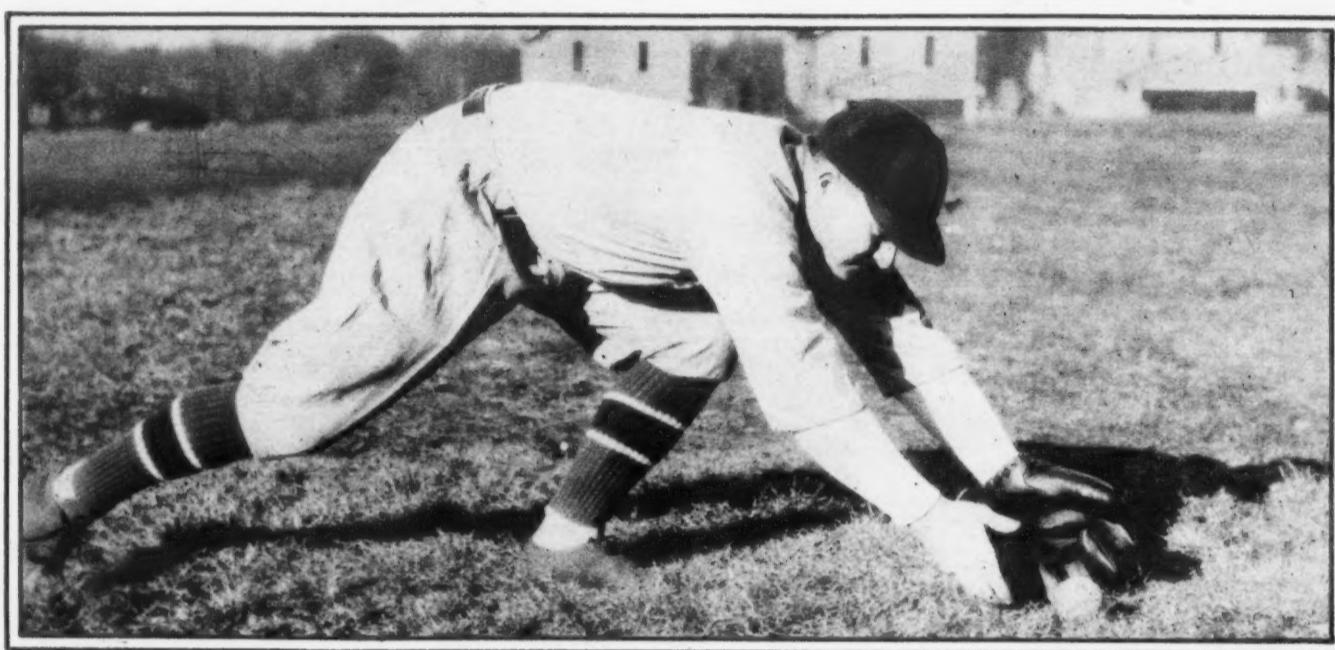
READY FOR
THE "PUFF
PANT PROM":
THE ANNUAL
FROLIC
of the Co-Eds at
the University of
Kansas Finds
(Left to Right)
Ruth Scott, Twila
Franklin, Beatrice
Sharp, Ruth Dun-
lap, Gladys Ar-
mentrout, Fern
Coons, Louise
Kiesel and Celesta
Burgert All Ready
to Go.
(Times Wide World
Photos.)



WASTED
WATERS: THE
OVERFLOW AT
THE CORNELL
DAM,
Croton, N. Y.,
Caused by the
Recent Snow and
Sleet Storm. The
Miniature Niag-
ara Is 1,250 Feet
Wide and 150 Feet
High.
(Times Wide World
Photos.)



THE FIRST AMERICAN-BUILT FOKKER SEAPLANE IS CHRISTENED: MISS KATHLENE MARTYN, Popular English Actress, Who Was Formerly Mascot of the British Royal Air Force, Breaks a Bottle of—Something or Other—on the Side of the Plane Before It Takes to the Air at Hasbrouck Heights, N. J. (Times Wide World Photos.)



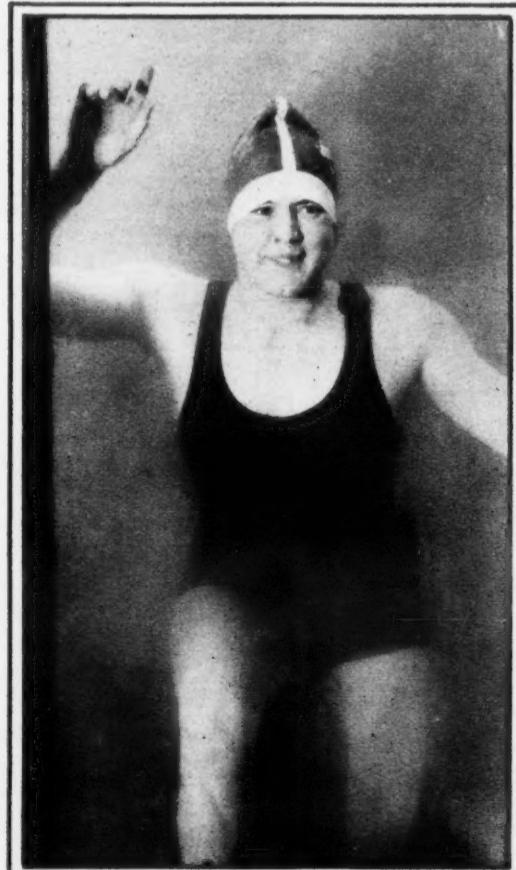
AND NOW WE HAVE FOOT-PRINT RECORDS: GIRL STUDENTS of the University of Pennsylvania Make Imprints of Their Pedal Extremities in Order That Faults May Be Detected and Corrected. (Times Wide World Photos.)



"KOLLEGIADE KONCERTEERS": YALE MUSICIANS

Who Will Sail Shortly for Europe for the Purpose of Giving a Series of "Kollegiate Koncerts." In the Group Are Bill Robson, Jimmy Gies, Ed Osgood, Milt and Len Newman, Al Martel, Jesse Rice and Carl Webster. (Times Wide World Photos.)

GOING AFTER IT: LLOYD LIVINGSTON, Captain of the University of Kansas Baseball Team, Starts Practice for the Coming Season. Livingston Is Regarded as One of the Best Shortstops Ever Developed in the Middle West and Has Received Several Offers to Enter the Professional Game. (Times Wide World Photos.)



RUB-A-DUB-DUB, A GIRL IN A TUB: OR RATHER IT'S A TANK, in Which Gertrude Ederle, Who Swam the English Channel Last Summer, Disports Herself in Chicago, Where She Is Fulfilling a Theatrical Engagement. (Times Wide World Photos.)



STUDENT OFFICIALS AT RADCLIFFE COLLEGE:

THE SENIOR CLASS PRESIDENT and First Marshal, Just Elected, Are (Left to Right): Miss Martha Hales of Arlington, Mass., and Miss Ethel Cummings of Boston. (Times Wide World Photos.)

Magazines Cost Less by the Year— *Why not books?*

The distribution and selling of books has stood almost still for hundreds of years. Magazines have been published and sold on subscriptions taken in advance, thus achieving large distribution. Books have been sold one by one in the most expensive manner. The Literary Guild, by adopting the magazine idea, gives you better contemporary books at lower price.

WHEN you subscribe for a magazine for a year, you pay less than when you buy a single copy. When you subscribe in advance for a series of concerts or lectures you get a much lower price than when you buy a ticket for each performance separately.

But on books, there is still the old cumbersome uncertainty, the elaborate handling, the speculative editions; so you have to pay from \$2 to \$10 for a book. It is no one's fault. No one grows rich in the book business . . . not publisher nor author nor bookseller.

The Literary Guild of America abolishes the risk of uncertain edition and helter-skelter distribution. Its plan is to publish for an organized body of subscribers in advance. These will receive twelve books—one each month—as they would a magazine.

The Guild plan follows logically on the yearly subscription idea of magazines.

The Literary Guild is Not a Publishing House

The Guild does not publish books in the usual way. Neither does it select its books from those already published and on sale.

Books are submitted to the Literary Guild *in manuscript* by any publisher, writer, or literary agent.

The publishers know which books they are going to bring out for the next six months. Among these they find a book of such merit that it may appeal to the Editorial Board of the Literary Guild.

If a book is acceptable to the Editorial Board, the Guild immediately gets out its special edition for its members.

It is clear that this combined work of the Literary Guild with the publisher in promoting larger sales makes it possible to give the author more money.

Literary Guild of America

Some of the First Subscribers

The public is enthusiastic. We cannot give you here a list of the names of all the subscribers who have joined. Anyway, you wouldn't be interested in most of them. But here are a few among the first, whose names you know.

Louis Marshall,
Corporation Lawyer
Dean Ray of the Church of the
Transfiguration of N. Y.

George Vincent,
President,
Rockefeller Foundation
Mrs. Ogden Reid

Henry D. Lindsley,
Past National Commander,
American Legion; Director,
War Risk Insurance Bureau

George Foster Peabody,
Famous Philanthropist

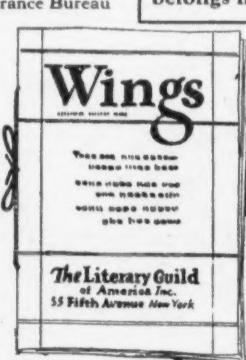
Florence C. Floore,
Retiring Treasurer, National
Federation of Women's Clubs

Your name
belongs next

FREE Send for "WINGS,"
the story of a new
economy

We have made up a small edition of a special booklet containing short essays by our editors—with portraits, and cartoon by Hendrik Willem van Loon. As long as this lasts it will be sent you without charge. At the same time you will get the stimulating and vivid story of the Literary Guild and what it means to you.

Send the Coupon at once



Name _____

Street _____

City _____ State _____

M.W.P.—3-3-27.

Page Nineteen

Endorsements of the Guild

THEODORE DREISER
Greatest living American novelist. Author "An American Tragedy."

"There must be thousands of people in the United States who now read good books occasionally but who would read them habitually if they had a chance. It seems to me that the Literary Guild will do a great deal to give them that chance, and I am heartily in sympathy with the undertaking."

RANDOLPH RAY
Rector, Church of the Transfiguration, Little Church Around the Corner, New York.

"I am very much interested in the work planned by the Guild. In this age of so many books in town, and so few books in the country, it seems such a thoroughly practical idea to have a splendid board pick out a book a month and send it directly to you."

"Another very practical side of it is the great convenience of the membership fee including the price of the twelve books for the year, and no bother about remitting each month for books sent you."

"It seems to me a very splendid idea and I take pleasure in heartily commanding it."

BURTON RASCOE
Burton Rascoe was for several years Editor of the Book Department of The New York Herald Tribune.

"The plan of the Literary Guild seems to me an eminently praiseworthy one and one which if carefully managed, should not only be of cultural benefit to the community and to the nation, but a venture that is more than self-supporting as well. I wish you success in the enterprise."

ROBERT MORSS LOVETT
Robert Morss Lovett is Literary Editor of The New Republic and Professor of the University of Chicago.

"I have been interested in your plan of publication since you first spoke to me about it some time ago. I feel sure that it will result in better books for less money."

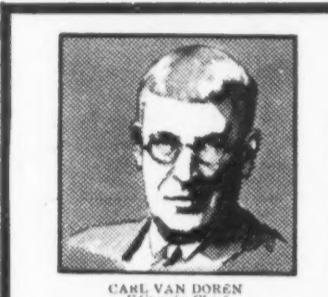
ROBERT STEWART HYER
President Emeritus, Southern Methodist University, Dallas, Texas.

"Your plan for the activities of the Literary Guild of America as outlined to me seems most practical and to be a step in solving one of the really important problems of modern culture—an efficient distribution of good books."

"I am sufficiently interested to become a subscriber myself, and I believe you will find many intelligent people throughout the Southwest, where good bookstores are so few and far between, really grateful to you for giving them the chance to have one good book a month selected by such an excellent editorial board, and to have it at a price so far below the usual price of books these days."

W. E. WOODWARD
Author of *Bunk*, *Lottery*, *George Washington*, *The Image and The Man*.

"The movement you are inaugurating was inevitable. It was bound to come sooner or later. Your plan, as I understand it, is to select manuscripts of high merit and publish them at regular intervals under conditions which will be economical to your subscribers. It will no doubt be attractive to the intelligent reading public."



CARL VAN DOREN
Editor-in-Chief



GLENN FRANK
Associate Editor



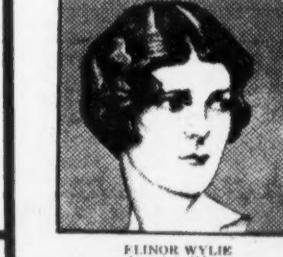
ZONA GALE
Associate Editor



JOSEPH WOOD KRUTCH
Associate Editor



HENDRIK WILLEM VAN LOON
Associate Editor



ELINOR WYLIE
Associate Editor

The Literary Guild of America, Inc.
55 Fifth Avenue, New York

Send me free of charge, without obligation to me, *Wings*, with essays and portraits of your distinguished Editors. Also the story of The Literary Guild of America and how it will bring me twelve important new books each year at a gigantic saving in price.

Name _____

Street _____

City _____ State _____

PLAYERS FEATURED IN THE LATEST BROADWAY PRODUCTIONS



PA-
TRICIA
BARCLAY
in the Leading
Feminine
Rôle of
"Lally,"
at the
Green-
wich
Village
Theatre.
(Beals.)



MEY
METHOT,
Playing
the Lead-
ing Rôle
in
"What
Ann
Brought
Home,"
at
Wallack's
Theatre.
(New
York
Times
Studios.)

◆
ERNIS-
TYNE
JEANNE
in
"Countess
Maritza,"
at the
Forty-
fourth
Street
Theatre.
(De
Mirjian
Studios.)



CARROLL McCOMAS AND PAM BROWNING
in a Scene From "The Nighthawk," at the Frolic Theatre.
(White Studio.)



MARION
BENDA,
in "Rio
Rita," at
the New
Ziegfeld
Theatre.
(Alfred
Cheney
Johnston.)



ILA
HOP-
KINS
in "Yours
Truly,"
at the
Shubert
Theatre.
(New
York
Times
Studios.)



◆
FRAN-
CINE
LARRI-
MORE,
Starring
in
"Chi-
cago,"
at the
Music
Box.
(Florence
Van-
damm.)



ALLAN DINEHART.
(New York Times Studios.)

ALLAN DINEHART, who is featured with Clai- borne Foster in "Sinner," the new comedy by Thompson Buchanan, which Richard Herndon is presenting at the Klaw Theatre, started his education with every intention of becoming a priest. It was during his study for the priesthood that he met Daniel E. Bandman.

"Believing that nothing ever just happens by accident, I listened to the advice of Mr. Bandman when that Shakespearean actor was touring the West and I was attending the University of Missoula, out Montana way," Mr. Dinehart explained his change of purpose to the writer. "Certainly it changed my destiny, for it turned me from service of the Church into that of the theatre. I left college to join Bandman's Company, touring the Middle West, and subsequently engineered a cattle train to Chicago as my only opportunity to reach the theatre of that city."

"The opening wedge finally came in the form of small parts in the Chicago Bush Temple of Music. During this period I met Father Lawrence J. Vaughan, who wrote a play called 'A Woman of the West,' which had its opening in Chicago and which afforded me my first opportunity to play a part of any size. Leaving Chicago to tour the Middle West, this piece of Father Vaughan's failed of success and the company was stranded. I spent my final dollars on a ticket to New York, where I was singularly successful in securing an engagement to appear in a vaudeville sketch."

"During my seven years in vaudeville I wrote and directed several of my own plays, as well as many one-act sketches for other players. I deserted this field only when I made my bow in 'A Very Good Young Man,' some six years ago. Since then I have appeared on the legitimate stage in 'The Gypsy Trail,' 'The Challenge,' 'Lawful Larceny,' 'The Exciters,' 'Two Fellows and a Girl,' 'Applesauce,' and now in the best part I have had in years in 'Sinner,' the new comedy at the Klaw Theatre."

Questions of General Interest Regarding Plays and Players, Past and Present, Will Be Gladly Answered, Either in These Pages or by Mail, if Addressed to the Dramatic Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.



THE VICTOR AT HOME AGAIN: JIMMY MALONEY, Fresh From His Conquest of Jack Delaney at Madison Square Garden, New York, Returns to His Wife and Home in Boston. He Now Has Both Eyes (Including the Discolored Right One) on Gene Tunney. (Times Wide World Photos.)

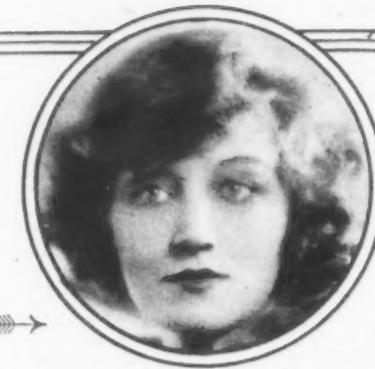


MISS BEATRICE HORN,
Who Will Be Queen of the 1927 Citrus Fair at Cloverdale,
Cal. (Times Wide World Photos.)

NATLI BARR,
Who Has Come
From Russia to
Make Movies for
First National.



GILDA
LEARY,
in "Puppets of
Passion," at the
New Theatre
Masque. (Apeda.)



The Encyclopedia BARGAIN of the Century

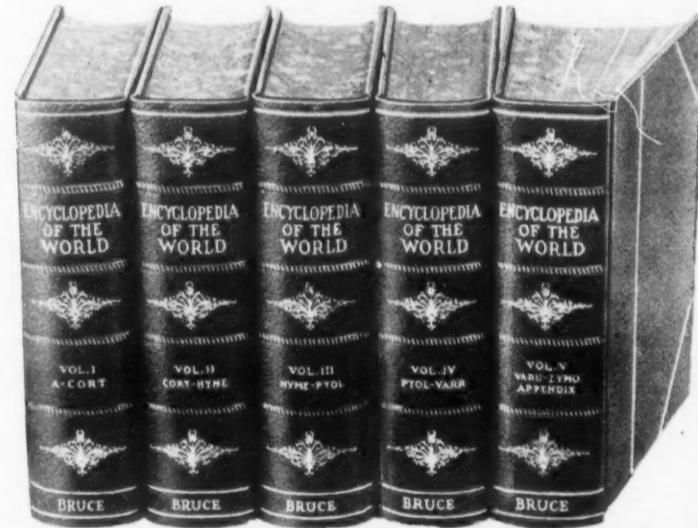
Five complete volumes! Nearly 2000 pages! 150,000 separate titles! Profusely illustrated! Many full-page pictures in natural colors! Convenient for home, office or student's use! An amazing bargain!

Only
\$16⁸³

NOW YOU can own an ENCYCLOPEDIA at a fraction of the usual cost! Now YOU can put a complete reference library in your home! A recognized indispensable aid to every thoughtful, alert-minded person—to every home of culture.

Heretofore Encyclopedias have been expensive, cumbersome, bulky; loaded with useless masses of words—crammed with unfamiliar, pompous, scientific and technical terms.

Now comes the distinctive ENCYCLOPEDIA OF WORLD EVENTS representing the finest cyclopedia that ingenuity can devise for the home. Its variety and scope comprehensively cover the progress of the world since time began. Its language is crystal clear! It is thoroughly modern in conception; accurate, clear and concise



in treatment. The last word in authoritative information. Without doubt the Encyclopedia bargain of the century. THE ENCYCLOPEDIA OF WORLD EVENTS is so compact that it fits a 10-inch shelf, yet so comprehensive and complete that any scholar or student will find it invaluable.

Put the Accumulated Knowledge of FIFTY CENTURIES in your home!

From 7000 B. C. to A. D. 1926 this latest edition of THE ENCYCLOPEDIA OF WORLD EVENTS records the most important events, the most thrilling epochs of history and the world's progress! The most comprehensive narrative of the World War, noted day by day, is included in this vast treasure house of knowledge.

You need this rich, fascinating source of knowledge and enlightenment. You will find it a liberal education—interesting, informative, invaluable.

Know this short cut to knowledge. Know where to look for puzzling facts, for vital information. You must own THE ENCYCLOPEDIA OF WORLD EVENTS.

Eminent Authority

GEORGE J. HAGER
Editor-in-Chief of
The Encyclopedia of World
Events!

Editor of Harper's Encyclopedia of United States History, compiler of the Chronology of the World in the new Standard Dictionary, a reviewer of Appleton's New Practical Standard American and other Cyclopedias.

Assisted by Francis J. Reynolds and many other famous Associate Editors, Special Contributors, and United States and Canadian Government officials.

The Coupon Brings You Complete Information Absolutely FREE!

See how easily you can own this wonderful ENCYCLOPEDIA. Let us send you full information about it! Act quickly! Get your copy of the illustrated brochure telling the story in detail of this outstanding masterpiece of encyclopedias, this encyclopedia bargain of the century. You are under no obligation whatsoever. Mail the coupon NOW—TODAY.

LESLIE C. BRUCE & CO.,
Publishers,
Dept. 303

17 East 49th Street,
New York City, N. Y.

Leslie C. Bruce & Co., Publishers,
17 East 49th Street, Dept. 303
New York City, N. Y.

Please send me the illustrated brochure explaining in detail the Encyclopedia Bargain of the Century. This places me under no obligation whatsoever.

Name.....

Address.....

City..... State.....

Page Twenty-one

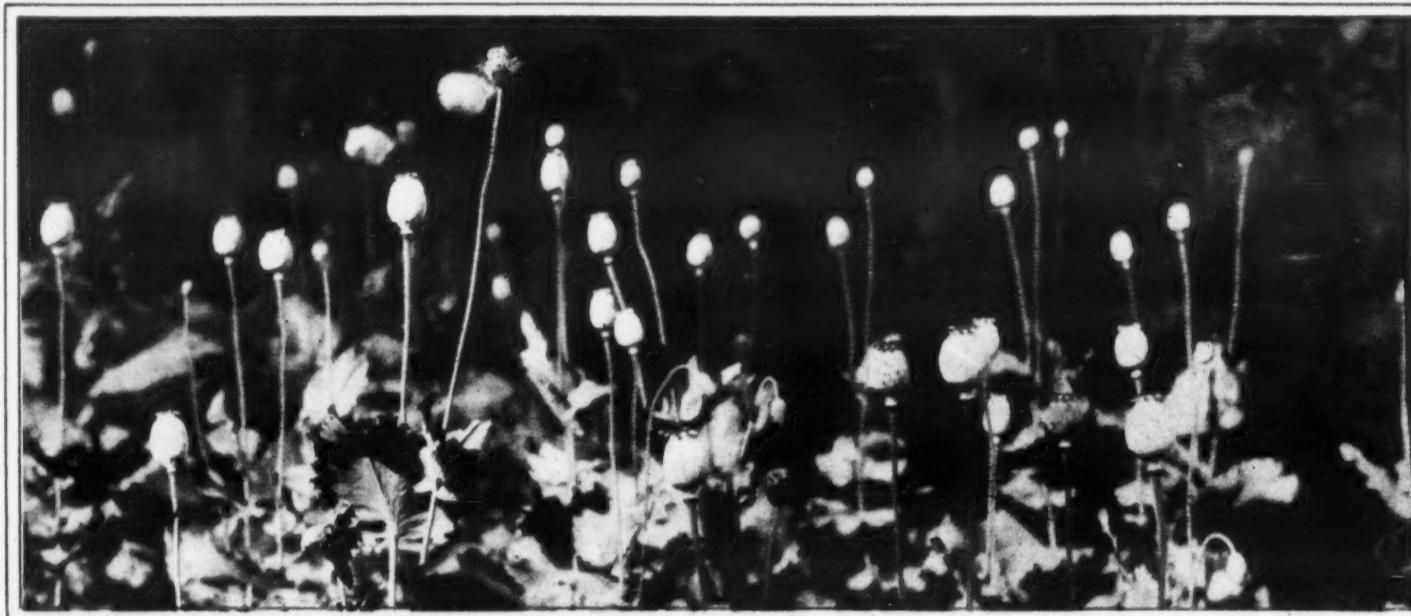
HOW THE OPIUM POPPY IS CULTIVATED IN CHINA



A POPPY FIELD IN SZECHWAN, CHINA, With the Farmer in the Foreground (Arms Folded) and His Home in the Background. (Times Wide World Photos.)



AN OPIUM FARMER'S WIFE Drying the Pods From Which the Juice Has Been Extracted. After Drying They Will Be Put Through Another Process of Extraction. (Times Wide World Photos.)



A SINISTER FLOWER: OPIUM POPPY PODS at Chunking, in West China. The Petals Have Fallen Away and the Pods Will Soon Be Ready to Receive the Incisions of the Farmer's Knife. (Times Wide World Photos.)

THREE of the photographs reproduced on this page depict the growing of the opium poppy in China.

The original habitat of the plant is uncertain, though it is generally believed to be indigenous to Southern Europe and Western Asia. Its cultivation, however, is possible in any locality free from excessive rainfall and of temperate or subtropical climate, and China has long suffered from and struggled against its use as a habit-forming narcotic.

Usually the process of extracting the juice from the

poppy pods is as follows:

Four needle-sharp points of a lancet are used by the farmer to make vertical incisions in the pod. This operation takes place before sunset, and all through the night the juice exudes. Early next morning the juice is collected. After being treated in various ways it becomes the opium paste which is so widely used throughout the East and which has been such a potent cause of international wrangling, recrimination and strife.

Long before opium was actually cultivated in China it was used there, and the emperors issued edicts against it in vain.

One difficult phase of the problem of eliminating its habitual use is that it is often replaced by morphine, whose effects are generally much worse, and which is both cheaper and more easily transported.

A long time must elapse before the opium habit can be done away with in the nations of the East, where long custom has firmly entrenched it.



FOUR BROTHERS WITH ONE BIRTHDAY: THESE YOUNG KOSINSKIS of Toledo, Ohio, Were Born on Feb. 20 in 1908, 1910, 1912 and 1914. There Are Five Other Children in the Family Who Have Other Birthdays. In the Picture Are (Left to Right): Alden, Stanley, Edward and Clarence. (Times Wide World Photos.)



HIS DAILY BATH: JOHN ALDEN, 19 Years Old, a Student at Boston University, Plunges Regularly Into the Charles River, Even in Midwinter, and Thrives on It. (Times Wide World Photos.)



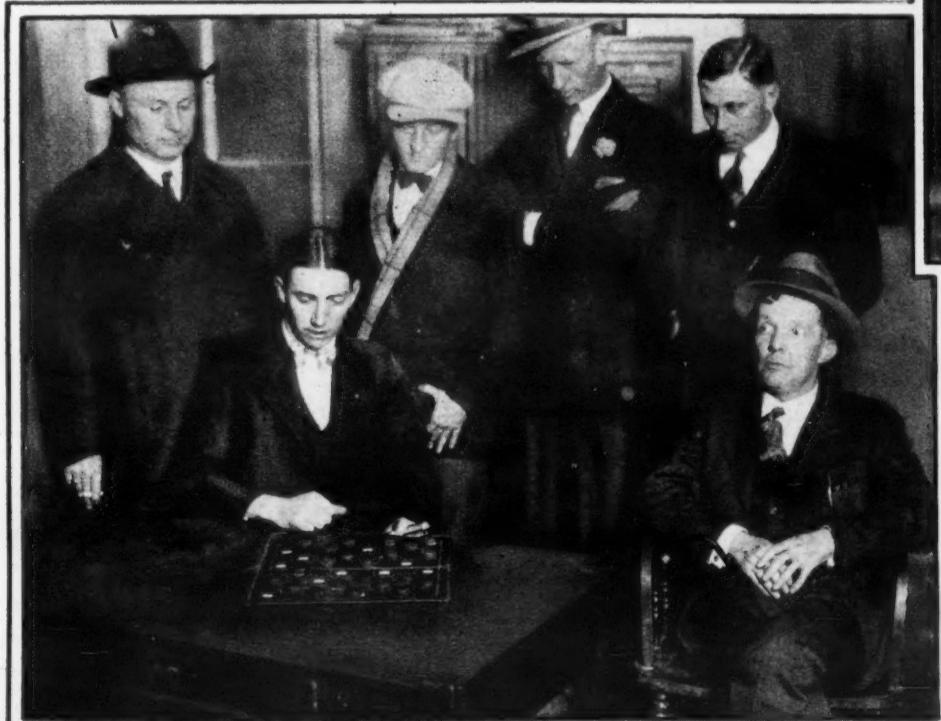
A SHY LITTLE MAID FROM JAPAN: MISS JANE SHERMAN in the Costume in Which She Appeared at the Annual Dinner and Dance of the Philadelphia Club of Advertising Women at the Hotel Bellevue-Stratford. (Times Wide World Photos.)



FLOWERS IN FEBRUARY: MISS NANCY STRIBLING, a Co-Ed at Oglethorpe University, Atlanta, Among the Blossoms on the Campus. Such Weather Has Not Been Known in North Georgia Since 1889. ~ (Times Wide World Photos.)



HIGHLY COMMENDED FEET: THEY BELONG TO MISS BESSIE CRAVEN of Atlantic City, N. J., a Student at the University of Pennsylvania, and Out of 590 Pairs Examined at the University Were Pronounced the Most Nearly Perfect. (Times Wide World Photos.)



A BLIND CHECKER CHAMPION: C. D. McMANUS of Fort Smith (Seated at Right) Has Won the Supremacy of Northwest Arkansas at Checkers. He Is Able to Retain in His Mind a Picture of the Board at Each Stage of the Game and Directs the Plays. ← (Times Wide World Photos.)

DEBUTANTES AS WAITRESSES: THE JUNIOR LEAGUE TEA ROOM Is Opened in Atlanta With Dazzling Service. Left to Right: The Misses Isabel Breitenbucher, Jeannette Bailey, Sarah Hurt, Henrietta Mikell, Mary McCarty, Elizabeth Phillips, Ann Lane Newell and Isabel Johnston. (Times Wide World Photos.)

Doubles Closet Space



Hangs from the top of the door without interfering with closing no nails or screws, gives you an extra shelf, a hook for skirts or trousers, a hook for clothes hangers, a hook for other articles. Aluminum wt. 18 oz. By reversing Dorak arms it can be attached anywhere by nails or screws. A Dorak, a screw and a few pins will transform a blank wall into a curtained wardrobe.

Sent Postpaid in U. S. for \$3.00. If not delighted, your money refunded.

R. E. MILLER, Inc. Dept. 21 Pearl St., N. Y.



\$1.50 Ideal for Quick Drying!

Instantly attached to radiator, at any height. Three extension arms, moving in any direction, make Radirak a wonderful convenience for drying hose, handkerchiefs, gloves, lingerie, etc. Arms tuck inside when not in use. Brass, nickel-plated. Rustproof. Nothing to get out of order. Satisfaction or money back.

R. E. MILLER, Inc. Dept. 21 Pearl St., N. Y.

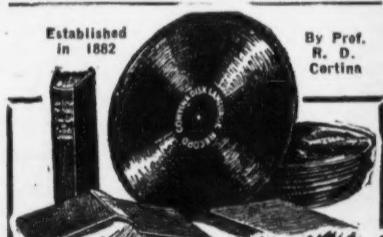
BIG OPPORTUNITIES IN ADVERTISING

Advertising pays real rewards to red-blooded men and women. No magic gift required. Page-Davis training has made leaders in this fascinating profession out of bookkeepers, shipping clerks, even men who had always worked with their hands.

Good Salaries
Our graduates are equipped to forge quickly ahead. Bigger opportunities now in advertising than ever before. Our home training Course makes it easier to secure a real position in this great field. Know advertising as we teach it and some business may soon find it can't do without you.

FREE
Unusual Book Without Charge
Our new book is just out. Send for it today. Tells all about the course, successful advertising men, their salaries, and how you can qualify quickly for success in this fascinating field just like hundreds of others have done.

PAGE-DAVIS SCHOOL OF ADVERTISING
3601 Michigan Ave., Dept. 1023, Chicago, Illinois.



Send this coupon and learn about the Cortina method!

Any language you choose—French, Spanish, Italian, German or English learned at home in two months—just a few minutes a day. Absorbing—entertaining—positive yet low in cost, the Cortina method is the modern language teacher.

"The original and the best language record course."

Cortina Academy, 105 W. 40 St. N.Y.C.

Gentlemen—Without any obligation please send me full information regarding the Cortina Language Courses. M.W.P. 3-3-27

Name _____

Address _____

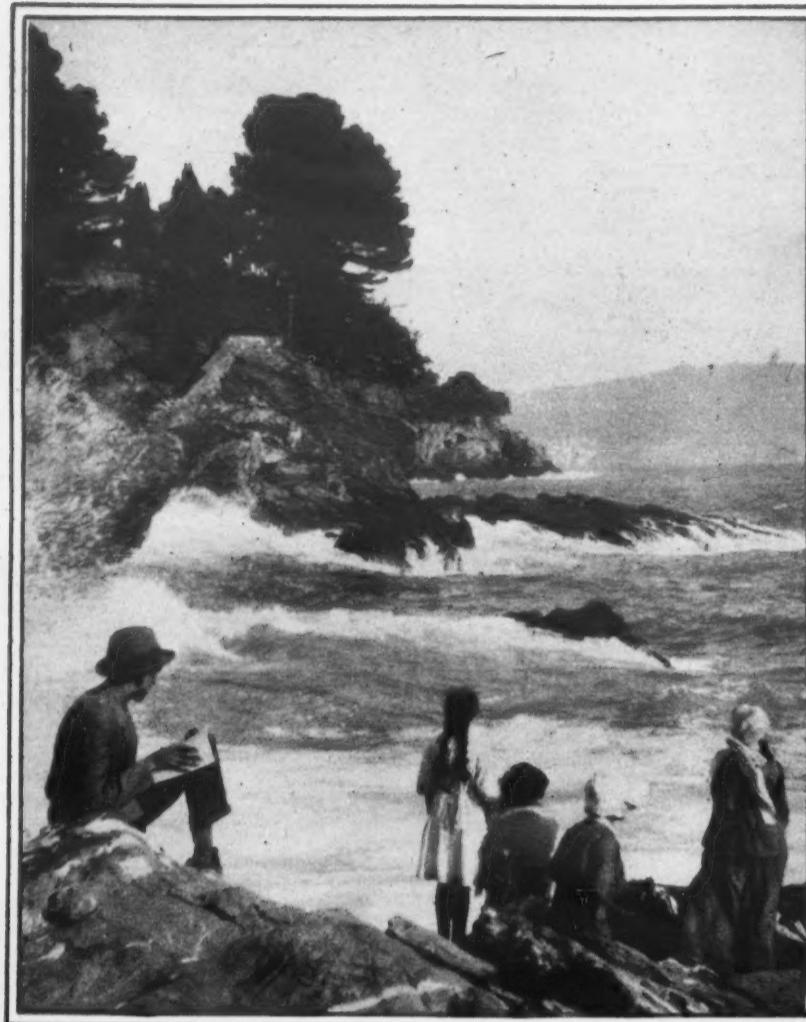
Language desired _____

Mid-Week Pictorial, March 3, 1927

Cash Prizes to Amateur Camera Artists

First Prize—Ten Dollars

Won by Laura Cancelli, Via Maffei 79, Florence, Italy.



A SCENE NEAR GENOA.

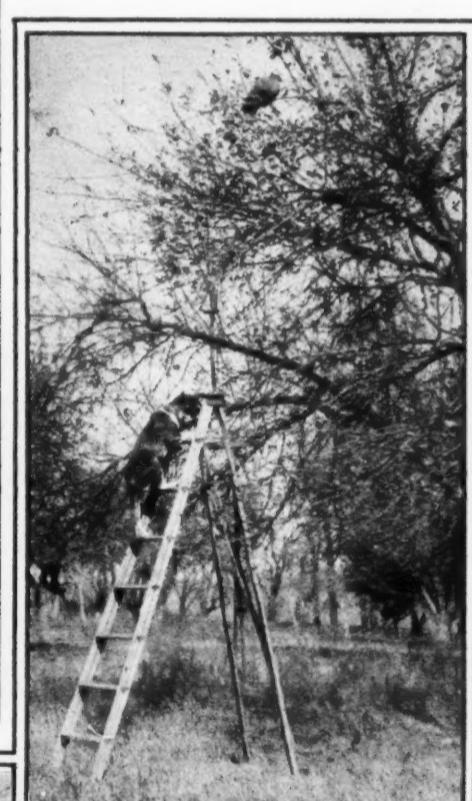
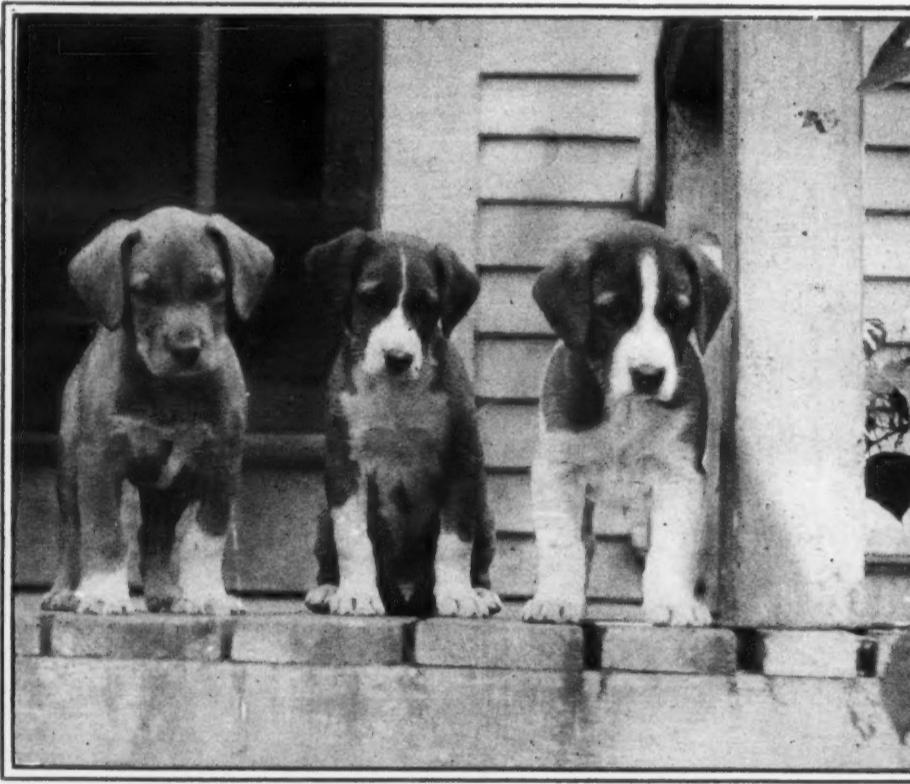
Second Prize—Five Dollars

Won by Mrs. R. D. Livingston, 1,829 West Eighth Street, Oklahoma City, Okla.



SOLID
COMFORT.

Amateur photographers everywhere are invited to send their latest and best photographs to the Mid-Week Pictorial, which will award a first prize of ten dollars (\$10) in cash for the photograph adjudged the best each week, five dollars (\$5) for the second best, and three dollars (\$3) for each additional photograph published.



THE FOUNTAIN. Three Dollars Awarded to Mrs. O. Bickerdike, 236 Keystone Avenue, Reno, Nev.



DEEP IN DAISIES.

Three Dollars Awarded to John Hanna, War Finance Corporation, Investment Building, Washington, D. C.

THE THREE OF THEM. Three Dollars Awarded to Doris E. Wright, 9½ Pearl Street, Middleboro, Mass.

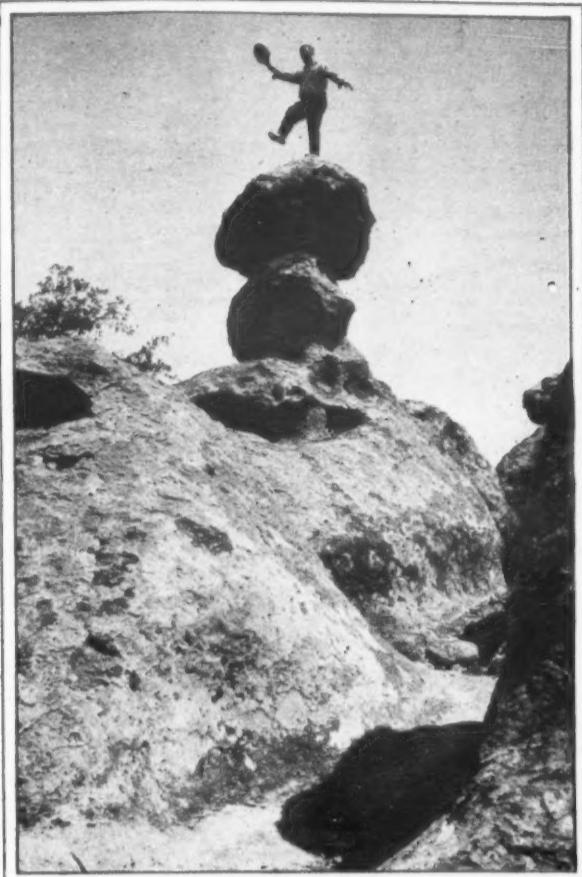


THE PHEASANT ROOST.

Three Dollars Awarded to B. T. Boies, Vernon, B. C.

GOING AFTER THAT HEN. Three Dollars Awarded to P. W. Moser, Sabetha, Kan.

In the Weekly Photographic Competition



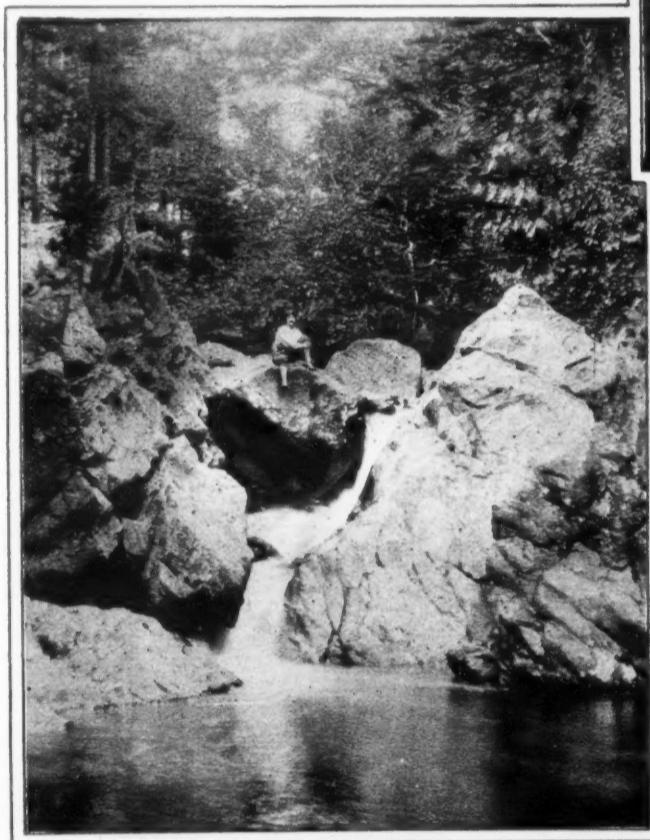
PERFECT EQUILIBRIUM.
Three Dollars Awarded to C. Fullington,
Box 682, Hurley, N. M.



TOWARD SUNDOWN.
Three Dollars Awarded to Herbert G.
Messer, First Lieutenant, Signal Corps,
U. S. A., Fort Douglas, Utah.



ONE OF CHINA'S DEITIES.
Three Dollars Awarded to F. Fitzpatrick,
U. S. S. Beaver, care of Postmaster, Seattle,
Wash.



THE
HEART
OF
NATURE.
Three
Dollars
Awarded
to W. G.
Doerty,
Y. M. C.
A., Mid-
dletown,
Conn.



LOOKING AROUND.
Three Dollars Awarded to E. G. Trotzig, Vermilion, S. D.

A HARD-
BOILED
GUY.
Three
Dollars
Awarded
to J. B.
Guss,
France
Field,
Canal Zone.



INTENSE AMUSEMENT.
Three Dollars Awarded to Dorothy Potter, East
Jackson Street, Pendleton, Ore.

THE
START
OF A
WINTER
WALK.
Three
Dollars
Awarded
to H. B.
Youngs,
718 West
Seventeen-
teenth
Street,
Daven-
port,
Iowa.



The Newest and Smartest American Styles



A BROCADE FABRIC OF FRENCH DESIGN Is Used in This Straight-Line Coat. Patch Pockets of Tapestry in Scenic Effects Furnish a Note of Trimming.



TO WEAR ON ALMOST ANY OCCASION
Is This Coat of Italian Tapestry Cloth With Scalloped Fur Collar.



A FUR SHAWL COLLAR Gives Detail and Furnishes the Only Means of Contrast in This Coat of Belgian Tapestry Cloth.



THE NEW LENGTH COAT
Is the Feature of This Ensemble Which Is Made of a Lightweight Woolen Fabric. A Scarf Collar on the Coat and a Wrap-Around Skirt Are Other Details.
(Joel Feder.)

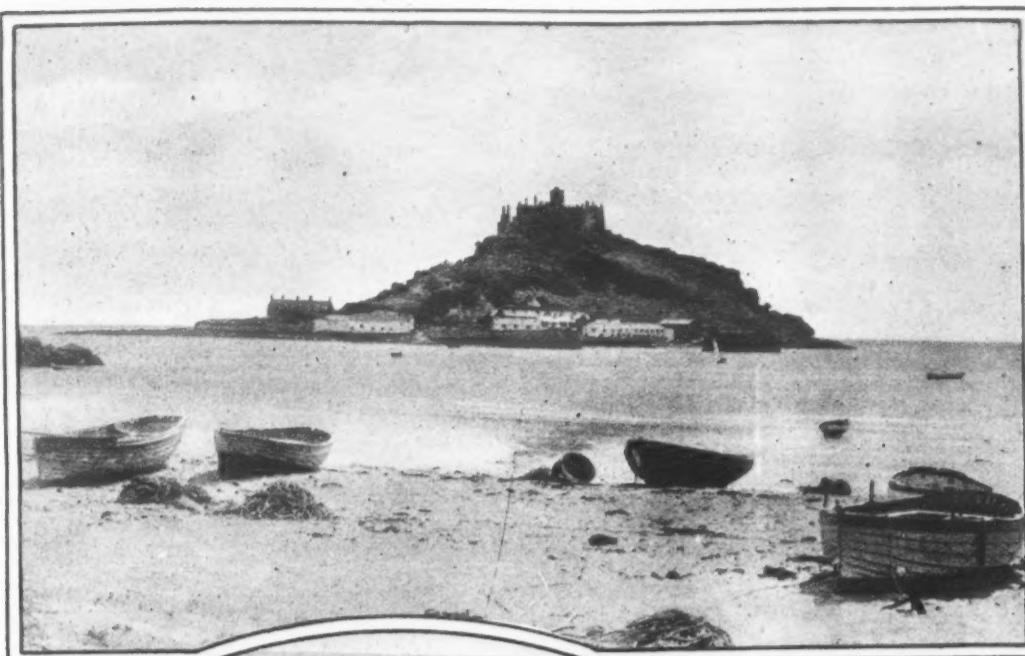


AN APPEALING LITTLE FELT HAT, Trimmed With Bands of Wool Braid in Black and Red, Is Worn With an Ostrich Ruff in Shades of Tan to Match the Hat.
(Joel Feder.)



THIS CHARMING LITTLE HAT Is of Soft Corded Silk in Two Tones of Blue. Here Too, the Ostrich Ruff Matches.

THE BEAUTY AND ROMANCE OF "THE CORNISH RIVIERA"



ST. MICHAEL'S MOUNT,

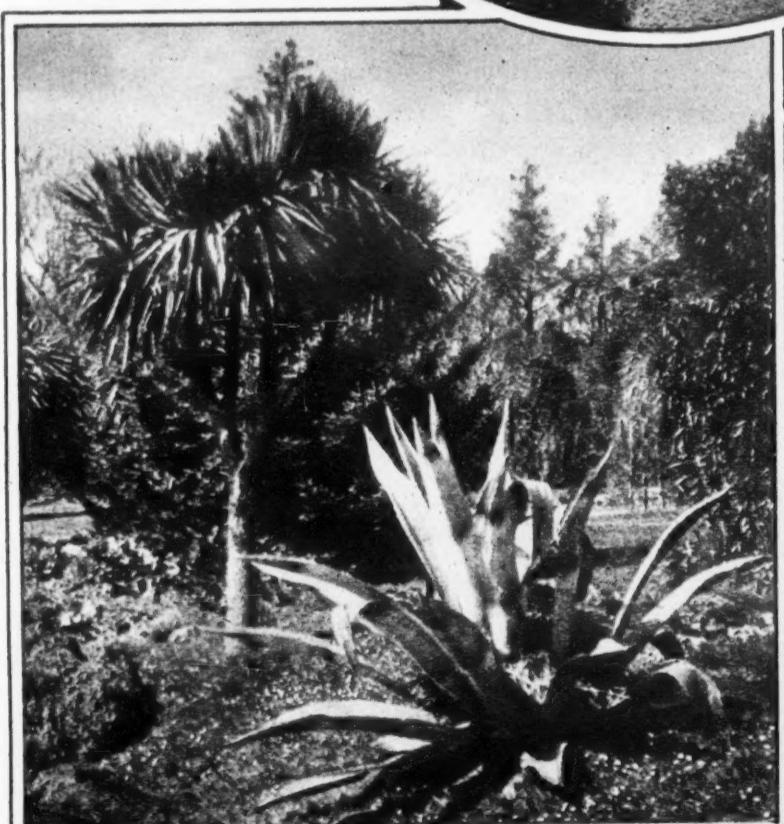
Famous in Cornish Song and Story.
(Courtesy Great Western Railway of England.)



FUR-
THEST
ENGLAND:
THE LAND'S END,
Whose Rocky Edge Looks
Out Upon the Broad Ex-
panse of the Atlantic.
(Courtesy Great Western
Railway of England.)



LIKE AN ITALIAN TOWN: POLPERRO,
a Fishing Village Which Was Haunted
by Smugglers in the Olden Days and Is Now
a Resort of Artists.
(Courtesy Great Western Railway of England.)



SUB-TROPICAL FOLIAGE
Which Blossoms in the "Cornish Riviera."
(Courtesy Great Western Railway of England.)

"THE END OF THE DAY,"
a Sunset Scene in St. Martins, in the Scilly Isles, Off Cornwall.
(Courtesy Great Western Railway of England.)



MOST of us probably first heard the name of Cornwall in connection with the thrilling exploits of Jack the Giant-Killer. Such an introduction was sufficient to create glamorous associations; and later came tales of King Arthur and the Knights of the Round Table. No part of storied England has more colorful traditions, whether of history or legend, than this most westerly of the English counties, which is so different in so many ways from other English counties. Indeed, it is in many respects still a nation by itself. One feels the difference in passing the Tamar, when one leaves Devon behind and finds one's self in what Sir Arthur Quiller-Couch has aptly called "The Delectable Duchy."

Cornwall is very, very old. Its tin mines have been worked continuously since prehistoric times. In all likelihood it was the Phoenicians who first exploited the mines; and according to some antiquarians King Solomon knew of them and was in communication with the ancient Cornish people.

Also the land is very beautiful, and its climate is so delightful that the region is widely known as "the Cornish Riviera" and is much resorted to by pleasure-seekers as well as by invalids. It is an abode of peace and charm and natural loveliness.

The wise visitor to England will not omit Cornwall from his itinerary. A few hours will carry one from London into a veritable realm of romance. The country is beautiful enough simply as it stands; but if one has in one's mind a background of literary preparation for the scenes that await the tourist, enjoyment will be multiplied.

"By Pol, Tre and Pen

Ye shall know the Cornish Men," runs the old rhyme; and those names are still plentiful throughout the county. It may be that you are one of those Americans who bear a name with such a prefix; if so, you are almost certain to feel, when treading Cornish soil, a stirring of ancestral memories.

Down to the end of the eighteenth century there were still Cornish people who spoke the ancient Cornish tongue. Gradually, however, and with increasing rapidity toward the end, it flickered out. The last person who spoke it fluently was Dolly Pentreath, known to philologists all over

the world on that account. It died with her, though words and phrases linger on, and it is said that to this day Cornish fishermen landing on the Breton coast can make themselves understood by their French neighbors with the vestiges of the old language which they still retain. In long-past times the two sides of the Channel, along the coasts toward the west, were closely connected, having been settled by kindred stocks.



The Real Arabian Nights



IF YOU had sat at the Sultan's feet, on the satin cushions of the haremilk, as Scheherazade wove the pattern of these wondrous tales into a many-hued oriental tapestry of words, you would have enjoyed "The Arabian Nights" no more than you will this sumptuous, illustrated, unexpurgated, limited edition.

Privately Printed
for Subscribers

"In the 'THOUSAND AND ONE NIGHTS' the tale after all is the thing, and the tale is better told by Mardrus than by Burton. Burton cut out a great deal. The Mardrus version is very much fuller in detail."—*The London Times*.

Limited Edition
Now Nearly Exhausted

Less than 100 sets of the edition remain unsold. Your opportunity to own these books is limited to a very short time.

Mail coupon for descriptive brochure

DINGWALL-ROCK, Ltd., Dept. 243
45 West 45th Street New York City

DINGWALL-ROCK, Ltd., Dept. 243
45 West 45th Street New York City

Send me complete description of *The Arabian Nights*—without any obligation to me.

Name

Address

City..... State.....



Visit the Spalding Men's Shops

Everything here
for the man—Suits
for golf or busi-
ness, neckties,
shoes, caps, etc.

A.G. Spalding & Bros
105 Nassau St. 518 Fifth Ave.

A Shapely Foot Is a Joy Forever
BEAUTIFY YOUR FEET

The "Perfection" Toe Spring
REMOVES the ACTUAL CAUSE of the BUNION or enlarged joint.
Worn at night, with auxiliary appliance for day use.
Send outline of foot.

Straighten
Your Toes
Banish That
Bunion
Write Today

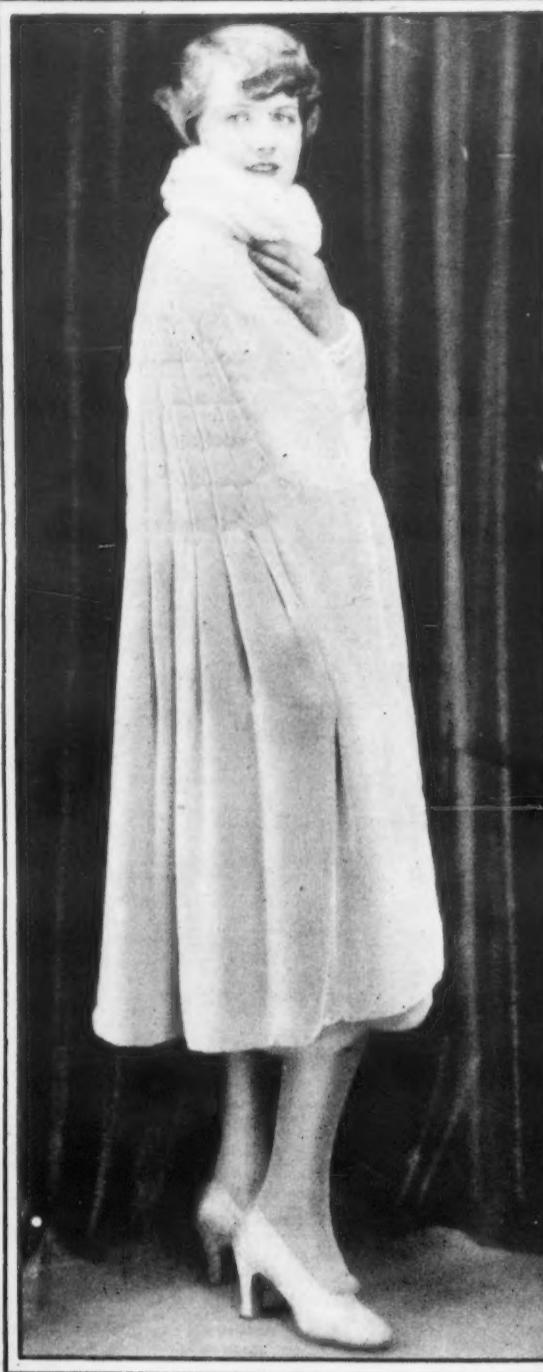
C. R. ACFIELD, Foot Specialties
Dept. 161 Marbridge Building
47 West 34th St., New York



*Reg.
U.S.Pat.Off.

Bewitching Evening Wraps as Worn in "Gay Paree"

Selected by M. Thérèse Bonney, Paris
Fashion Editor



CANCAN,
a Débutante's Wrap in Blue and White Panné,
Collared in Ermine, From Lucien Lelong.
(Photos Bonney, From Times Wide World.)

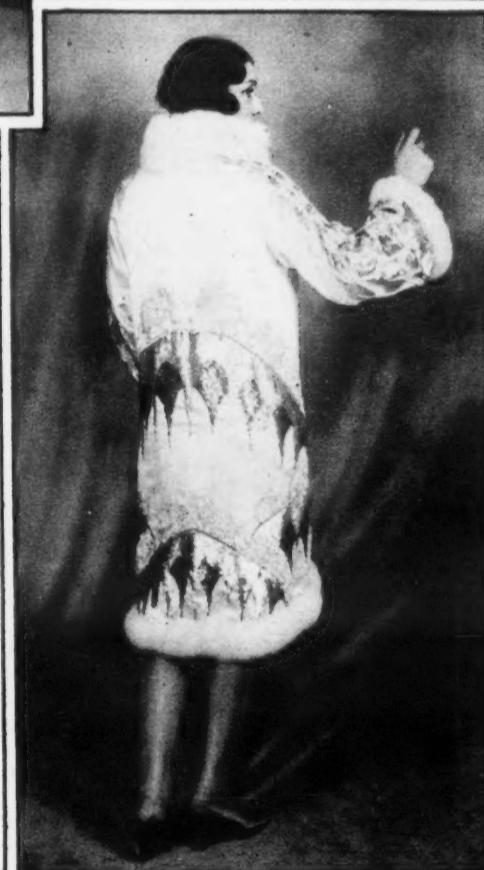
16 Rue de la Paix, Paris, Feb. 20, 1927.

PARIS is now in the throes of the big collections. People have come from all quarters of the globe to have the first authentic glimpses of what the great couturiers have created for the coming season. I am more than ever impressed by the fact that we have achieved a real style of dress—a mode as typical of our period as that of the Directoire was of its own times. That does not mean that there is nothing new this year; on the contrary, never have there been such noteworthy innovations in fabrics, colors and details of cut and ornamentation, and certain features which dated the styles of 1926 have given way to those little touches here and there which mark the fashions of the new year. But in spite of the wealth of ideas there is a general mood which prevails in all the collections of the Paris dressmakers, no matter how they may differ one from the other, and which, by its simplicity and clearness of line, its richness of fabric and subtleness of detail, is peculiarly expressive of our generation.

The great variety in the offerings of the couturiers allows for much individual choice. Every Parisienne may dress to suit her own temperament. One may be seen at night in the popular Redfern coat, cut on simple straight lines and distinguished by a lovely sequin treatment which glitters against the rich white satin. Another has chosen the Worth wrap, in double cape effect, for which the great ultra-modern artist Dunand has designed the exquisite blue and silver brocade. A third prefers the Louise Boulanger wrap, with its smart elbow cuffs, or the ermine capelet, with its jagged line of ermine tails. Lelong's "Can-



OISEAU D'OR,
Groult's Smart Evening
Coat in Pink and Gold
Lamé, Trimmed in Red
Fox.



TOI ET MOI,
With a Rich Pattern of Silver Sequins
on White Satin With Trimming of Swan,
Created by Redfern.



can," with its quilted yoke effect, is a favorite with the very young Parisienne who is being initiated into the brilliant night life of the city. Again we see Groult's "Oiseau d'Or" in moiré lamé, perhaps more suited for the matron. The creative genius of the couturier manifests itself in a thousand different ways, but always subject to the laws of modern life.

M. T. B.



AN EVENING WRAP
From Worth, Finished in Blue Fox
and With Silver and Blue Brocade,
Designed by the Ultra-Modern Artist,
Dunand.



ERMINE TAILS GIVE
SILHOUETTE
to the Capelet of a Luxurious
Ermine Wrap From Louise
Boulanger.

ELBOW SLEEVES, SMARTLY
CUFFED
in Taupe Fox, Are Featured by
Louise Boulanger in Striped Gold
Lamé Lined in Primrose Satin.



LEADERS AT WELLESLEY: THE FOUR CLASS PRESIDENTS

Are (Left to Right): Miss Thankful Cornwall, President of the Freshmen; Miss Ann Wickham, Sophomore; Miss Helen Dyson, Junior; Miss Katherine Graves, Senior.

(Times Wide World Photos.)



ELECTED MAY QUEEN: MISS MAXINE WOODRUFF

Will Reign Over the May Day Festival at the University of Oklahoma. At the Time of Her Election She Was One of the Few Girls on the Campus Who Neither Curled Nor Waved Her Bobbed Hair. Now They Are Nearly All Wearing Straight Hair.

(Times Wide World Photos.)



QUEEN OF THE

WINTER CARNIVAL AT

QUEBEC: MISS

CLARIDA

MOREAU,

a Daughter of the Picturesque Old City, Presides Over the Festivities Which Mark the Grand Finale of the Winter Sports Season.

(Beaudry Freres.)



IN THE LAND OF

PONCE DE LEON:

LIKE A NYMPH

AT THE

FOUNTAIN OF

YOUTH,

Miss May Day Dis-

ports Herself on

the Dunes of

Ormond Beach,

Fla., Kissed by the

Sun and the Sea

Wind.

(Engelbrecht.)

An Exhibition of Rotogravure Printing

With Special Reference to Advertising



THE NEW YORK TIMES opened its exhibit of rotogravure printing on the 11th floor of THE TIMES Annex on Monday, Feb. 21. The exhibit, which has been arranged by the *Advertising and Mechanical Departments* of THE NEW YORK TIMES, should be of great interest to advertisers, advertising agents, and all others concerned with the technique of printed salesmanship and the graphic arts. *The exhibit covers:*

HISTORY OF ROTOGRAVURE

THE NEW YORK TIMES PLANT

MECHANICAL PROCESSES

ADVANTAGES OF ROTOGRAVURE ADVERTISING

GOOD AND BAD COPY

PREPARATION OF COPY

POSSIBILITIES OF ROTOGRAVURE ADVERTISING

EXAMPLES OF NATIONAL AND LOCAL ROTOGRAVURE ADVERTISING

Open daily except Sundays 10 A. M. to 6 P. M.

The New York Times

THE NEW YORK TIMES leads all the newspapers in the world in the volume of rotogravure advertising published and in the number of rotogravure sections. THE TIMES published in its Rotogravure Picture Section in 1926 a total of 1,184,046 lines of advertising. In addition THE TIMES published in its Book Review and Magazine Sections, printed by rotogravure, 764,480 and 329,471 agate lines respectively.

Send for a copy of THE NEW YORK TIMES 32-page booklet on rotogravure advertising containing helpful technical information for advertisers.



THE WORLD'S CHAMPION WOMAN HORSESHOE PITCHER: MRS. GEORGE BROUILLETTE of Minneapolis, Minn., Defends Her Title in the Annual Midwinter Tournament at St. Petersburg, Fla.
(Times Wide World Photos.)



SOME REAL DOPE ON BASEBALL: EDDIE COLLINS

(Holding Ball) and Howard Ehmke of the Athletics, Huck Betts, Former Phillies Pitcher; Walter Huntzinger, Formerly of the Giants, and Jimmy Wilson of the Phillies, Visit the University of Pennsylvania Players in Their New Palestra and Tell Them Something of How the Game Is Played in the Big Leagues.

(Times Wide World Photos.)



PREP SCHOOLBOYS WHO WILL ROW IN ENGLAND: THE CREW OF THE KENT SCHOOL, Kent, Conn., Which Will Be the First American Prep School Crew Ever to Take Part in the Henley Regatta. Left to Right, Seated: W. Lane, O. Pease, W. Kirkland, N. Parkinson, R. Miller, A. Rood, R. Irving. Standing: L. Goddbody, Captain; R. Colmore. (Times Wide World Photos.)



OUT FOR PRACTICE: CAPTAIN CHARLES HILL of the University of Pennsylvania Varsity Crew (Right) and Fred Spuhn, Head Coach of All the Penn Crews.

(Times Wide World Photos.)

Appoint Yourself

our special Mid-Week Pictorial subscription representative in your town. Earn extra dollars during your spare time by looking after our new and renewal subscriptions. Extremely liberal commissions paid you for every subscription you secure. The work is pleasant, easy and dignified. No previous experience necessary. All supplies free. Fill out and mail the form below and full particulars of our attractive spare time income-building plan will be sent you immediately.

Mid-Week Pictorial,
229 W. 43rd St.,
New York, N. Y.

I would like to be your representative. Without any obligation to me, tell me more about it.

NAME ADDRESS
CITY STATE

THE WEEK'S SPORTING CELEBRITY

JACK DELANEY, the conqueror of Paul Berlenbach, has fallen. On the evening of Feb. 18 at Madison Square Garden, New York, he fought ten rounds with Jimmy Maloney of Boston and at the end, with the apparently unanimous approval of the crowd, Maloney received the laurels of victory from the referee and judges.

Thus Delaney passes from the ranks of likely contenders against Gene Tunney for the heavyweight championship of the world.

It was a disappointing fight. Delaney entered the ring a 13 to 5 favorite in the betting, but he was 31½ pounds lighter than his opponent, and the fact seemed to weigh upon him. During the first three rounds he had, perhaps, a shade the best of it. Thereafter it was Maloney's fight all the way. The big boy from Boston had the will to fight and the will to win. His only trouble was that he couldn't get Delaney set in just



JIMMY MALONEY.
(Times Wide World Photos.)

the right position to receive one of his finishing punches. Jack was too wise for that.

Jimmy Maloney (his baptismal name is Edward James) is only 24 years old. He is of Irish extraction and has been in the professional fighting game for three years. Last October he came into the limelight by knocking out Arthur DeKuh in two rounds. Then an importation from Germany, Franz Diener, stood up before him as a chopping block for ten rounds. Diener was

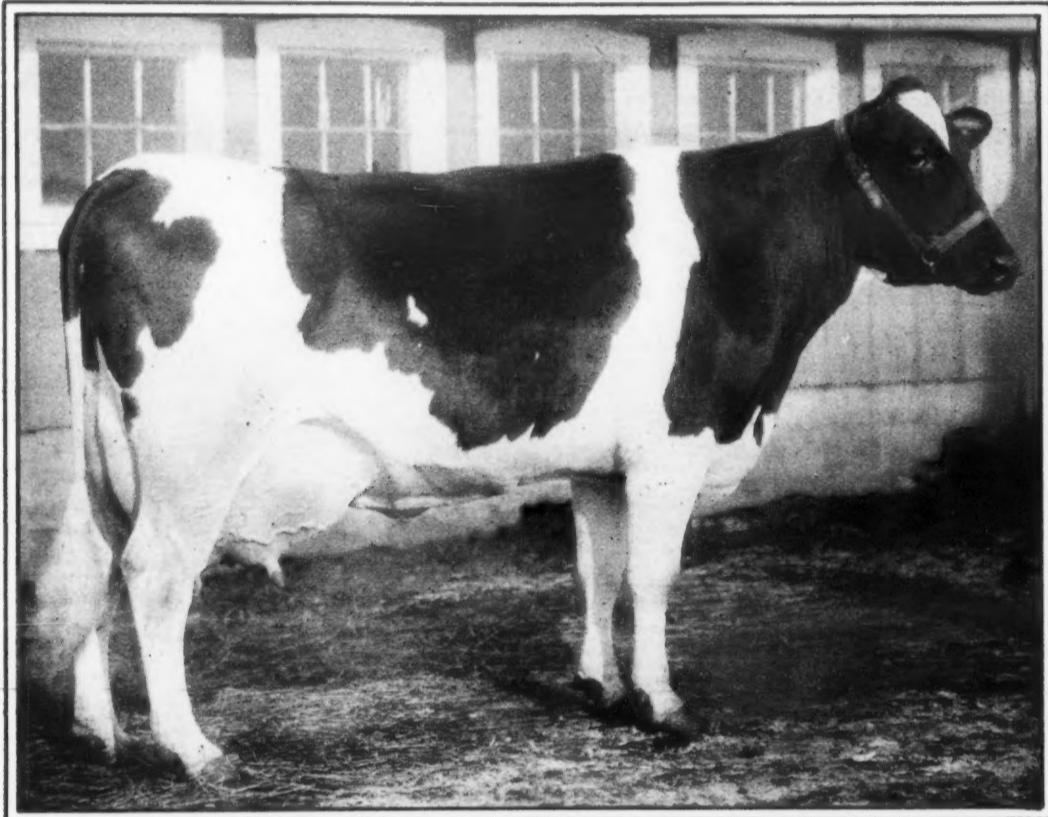
followed by Harry Persson, the big Swede, who also lasted ten rounds with Jimmy, but was thoroughly hammered all the way.

Now the scalp of Delaney has been added to Jimmy's list, and it is a notable acquisition.

Just what chance Maloney will have against Gene Tunney, should they ever meet, is a problem which will cause lively differences of opinion during the next few months.



AN ANTI-MOSQUITO ARMY: BOYS FROM A NEAR EAST RELIEF ORPHANAGE in Ancient Corinth March in Full Array Against the Deadly Malaria Pest. Corinth Has Been Practically Freed From Mosquitoes Largely by the Work of These Young Opponents. (Times Wide World Photos.)



THE CHAMPION: SIDE HILL ORMSBY SEGIS, Owned by John R. Logan & Son of Seward, Ill. The Cow, According to the Holstein-Friesian Association of America, Is Now the Leading Milk Producer for 7 Days (941.6 Pounds of Milk and 38.56 Pounds of Butter) and for 30 Days (3,910.6 Pounds of Milk and 159.3 Pounds of Butter). She Is 5 Years Old. (Times Wide World Photos.)

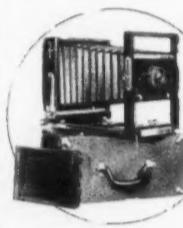


UNWORRIED BY NOISE: WHILE TIN PANS ARE BEATEN AND WHISTLES SCREECH Mrs. Tom Wilson of Atlanta Drives Off as Coolly and Calmly as Though the Usual Silence Were Prevailing at the Tee. Music Hath Charms! (Times Wide World Photos.)



Make Money With Your Camera

*Learn PROFESSIONAL Photography
in your own home or in our studios*



Let the experts of the great New York Institute of Photography train you to be a Professional Photographer. Instruction conducted on correspondence plan or in our New York studios. Every branch of modern Professional Photography: Motion Picture, Portrait, News, Commercial. Qualify for a high-salaried position or a big-paying business of your own. Earn while learning. Trained men earn \$75 to \$250 and more. Unlimited possibilities everywhere.



CAMERA FREE

Your choice, free, of professional Motion Picture Camera, takes standard film used in all theatres, or 5x7 View Camera, latest model, genuine Anastigmat lens, if you enroll for

instruction on our correspondence plan.

Instruction in our studios includes free use of all cameras and equipment.

Write for Free Booklet—Explains Rich Opportunities
Send your name and address for our interesting, illustrated book. Learn how easy it is to prepare for this fascinating, big-paying profession. about the many money-making openings in Professional Photography. name and address. No cost—no obligation. The booklet is FREE.

NEW YORK INSTITUTE OF PHOTOGRAPHY
Dept. 104, 10 WEST 33RD ST., NEW YORK, N. Y.

H. F. BENTE & CO.

"ART METAL RADIATOR ENCLOSURES"

CONVERT ugly radiators into decorative and useful consoles and window seats; beautifully finished to match other furnishings in the home.

PROTECT walls and drapes from destructive radiator smudges.

PROVIDE humidity into arid atmosphere of the room.

REASONABLY PRICED

Phone PENNSYLVANIA 5927

Please Send Catalogue

H. F. BENTE & CO.

500 5th Ave., New York

Name
Address

Illustrating
Open Face Shield.

Visit Display Room—Open Daily 9-5.

SHOPPING SUGGESTIONS

AFTERNOON TEA



The Balcony
H. HICKS & SON
INCORPORATED
675 FIFTH AVENUE
NEW YORK

Unusual Fruit Salads

Dainty Luncheon
Afternoon Tea

Second floor. Take Elevator.
Quiet and Comfort Prevail

COOKING

EVERY WOMAN SHOULD HAVE

a copy of Miss Ida Bailey Allen's new cook book "The Modern Method of Preparing Delightful Foods"—contains nearly 300 new and unusual recipes for every occasion. Send 10c with your name and address and you will receive your copy. Address Corn Products Refining Co., P. O. Box 161, New York City.





Thousands Have This Priceless Gift *- and Never Discover It!*

Many men rob themselves of success, popularity, achievement and position which could rightfully be theirs if they would but recognize the presence of a priceless gift which nature gave them. They go through life timid, self-conscious, fearful and retiring instead of using this natural gift to dominate and control others and become leaders among men. Seven men out of every nine have this gift. You can now find out for yourself, by means of this amazing FREE test, if you are one of these.

NO SANE man would deliberately and knowingly throw away a chance to become an outstanding, influential and important figure, occupying a high-salaried job in his chosen profession. Yet without knowing it, thousands of men are throwing away a priceless gift which, if they would but bring out from its hiding and use it, would obtain for them influence, position, popularity, power, leadership and money.

Nearly every man has in him the knack of powerful and convincing speech. This magic power is that thing which often rises up within you and demands expression, but is never heard because you lack confidence in your ability to speak with force and conviction.

Now Easy to Become a Powerful Speaker

I don't care what work you are now doing. I don't care what may be your station in life. I don't care how timid and self-conscious you now are when called upon to speak. If you will give me just fifteen minutes each

day in the privacy of your home I will make you an accomplished and powerful speaker in a few short weeks or not charge you a single penny. You need not have a college education, nor do you need any kind of vocal training. By this amazing, easy method you have only a few simple, easy-to-remember principles to learn. Then you will see how really easy it is to have the power of effective, convincing speech.

What 15 Minutes a Day Will Show You

How to talk before your club or lodge.
How to address board meetings.
How to propose and respond to toasts.
How to make a political speech.
How to tell entertaining stories.
How to make after-dinner speeches.
How to converse interestingly.
How to write better letters.
How to sell more goods.
How to train your memory.
How to enlarge your vocabulary.
How to develop self-confidence.
How to acquire a winning personality.
How to strengthen your will-power and ambition.
How to become a clear, accurate thinker.
How to develop your power of concentration.
How to be the master of any situation.

Why Powerful Speakers Are Picked for Important Jobs

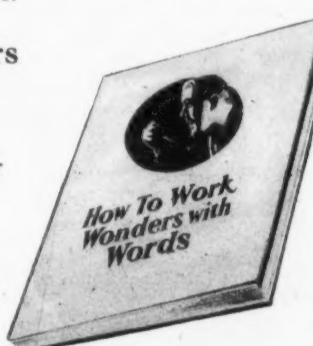
If you will take particular notice, you will find that the big, important, high-salaried jobs invariably go to men who are convincing talkers. Often you will see a man of this type forge ahead in business at an amazingly fast rate, while men of even greater ability stand tied to one job because they lack speaking power. That is the reason you quite often are astonished to see a man jump over the heads of many superiors into a job among the big leaders. It is the power and ability to speak with force and conviction that flashes men from obscurity and low wages to prominence and high salaries.

Amazing Book Free—Mail Coupon

If you will fill in and mail the coupon at once, you will receive a remarkable new book called "How to Work Wonders with Words." This book gives you an amazing test by which you can determine for yourself in five minutes whether you are one of the seven men out of every nine who possess the "hidden knack" of powerful speech, but do not know it. Decide for yourself if you are going to allow 15 minutes a day to stand between you and success. Thousands have found this to be

the biggest step forward in their lives. If it has played such an important part in the lives of many big men, may it not in yours? Then mail the coupon at once.

North American
Institute
3601 Michigan Ave.
Dept. 1083, CHICAGO, ILL.



North American Institute,
3601 Michigan Ave., Dept. 1083
Chicago, Ill.

Please send me FREE and without obligation my copy of your famous book, *How To Work Wonders With Words*.

Name

Address

City, State